



YES, NWA!!!

Extended Site Footprint Plan and Rendering

We began by reviewing the Central Midwest's largest contemporary modular housing project – 3435 Main. Realized in 2017 for \$120,000 per dwelling with no incentives, this project provides a valuable baseline for our entry into the Housing Northwest Arkansas Initiative. As the architects for 3435 Main we are keenly aware of the relevant details including the pro forma constraints, the challenges of integrating traditional site-built construction with modular manufacturing, and the design challenge of turning a tight budget into the defining aesthetic ethos of the work. Our team of HR&A Advisors, Guerdon Modular Buildings, Coen+Partners, and el dorado inc was crafted to continue refining and expanding upon the provocative nature of these constraints.

To give ourselves a set of working parameters we started simply by transferring seven 3435 Main's to our primary and two bonus competition sites. We carefully pared down a number of costs from 3435 Main, quintupled the number of dwellings, added a more generous approach

towards the ground plane, and arrived at a per dwelling conceptual cost of \$100,000 per unit. All of our work here springs from this assumption, including design thinking, constructive thinking and financial modeling.

We then developed a seven-step process of transforming the lessons learned from 3435 Main into this proposal, which we call YES, NWA!!!. These steps are presented graphically, and they include urban design, architecture, landscape architecture, construction logic, and interior design.

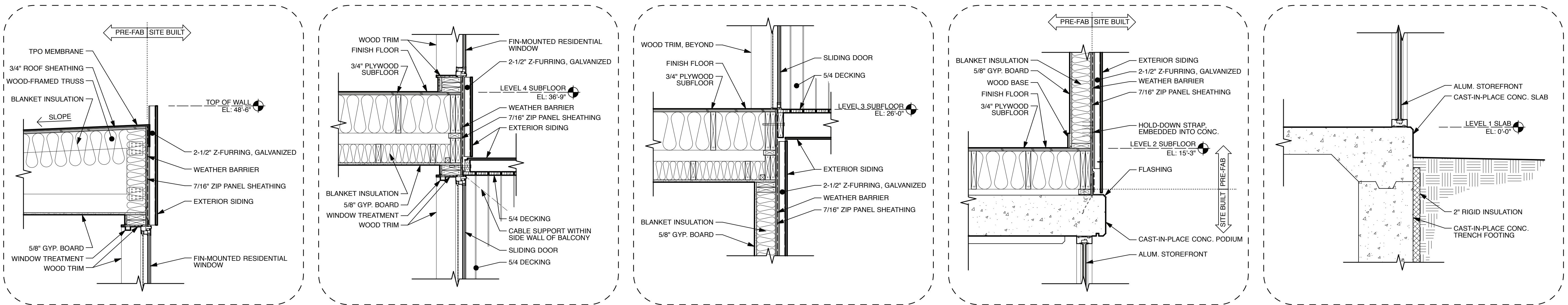
Lastly, we conclude by proposing a series of strategies that will uncork the ability to realize affordable housing, at a scale of impact, in Northwest Arkansas. As with most intractable social, economic and cultural problems, solutions require trial and error across a number of fronts. There is no one single solution. In this brief presentation we hope to plant a kernel of conviction that a pathway exists.

Seven-Step Process

- I. MAXIMIZE based on massing and occupancy allowed by code and zoning.
- II. ADJUST forms to accommodate waterway & improve north/south trail connectivity.
- III. TUNE forms to adjacent neighborhood context.
- IV. ELEVATE dwellings on a concrete plinth – site built construction above and modular prefab units above.
- V. EXPAND site design laterally, including more public amenities.
- VI. STACK dwelling units vertically.
- VII. MATRYOSKA further illustrates modular scale shifts from the assembled whole to the individual parts shipped from the factory to parts within each dwelling that are themselves modular, all with the intent of increasing quality and cost effectiveness.



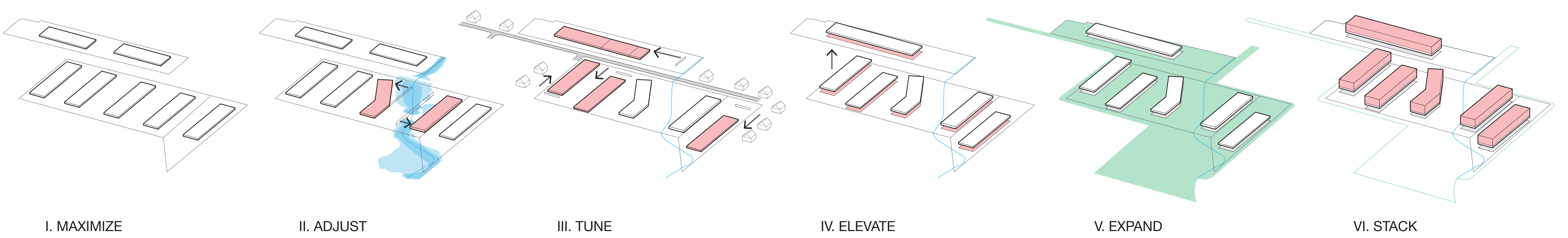
0' 25' 50'

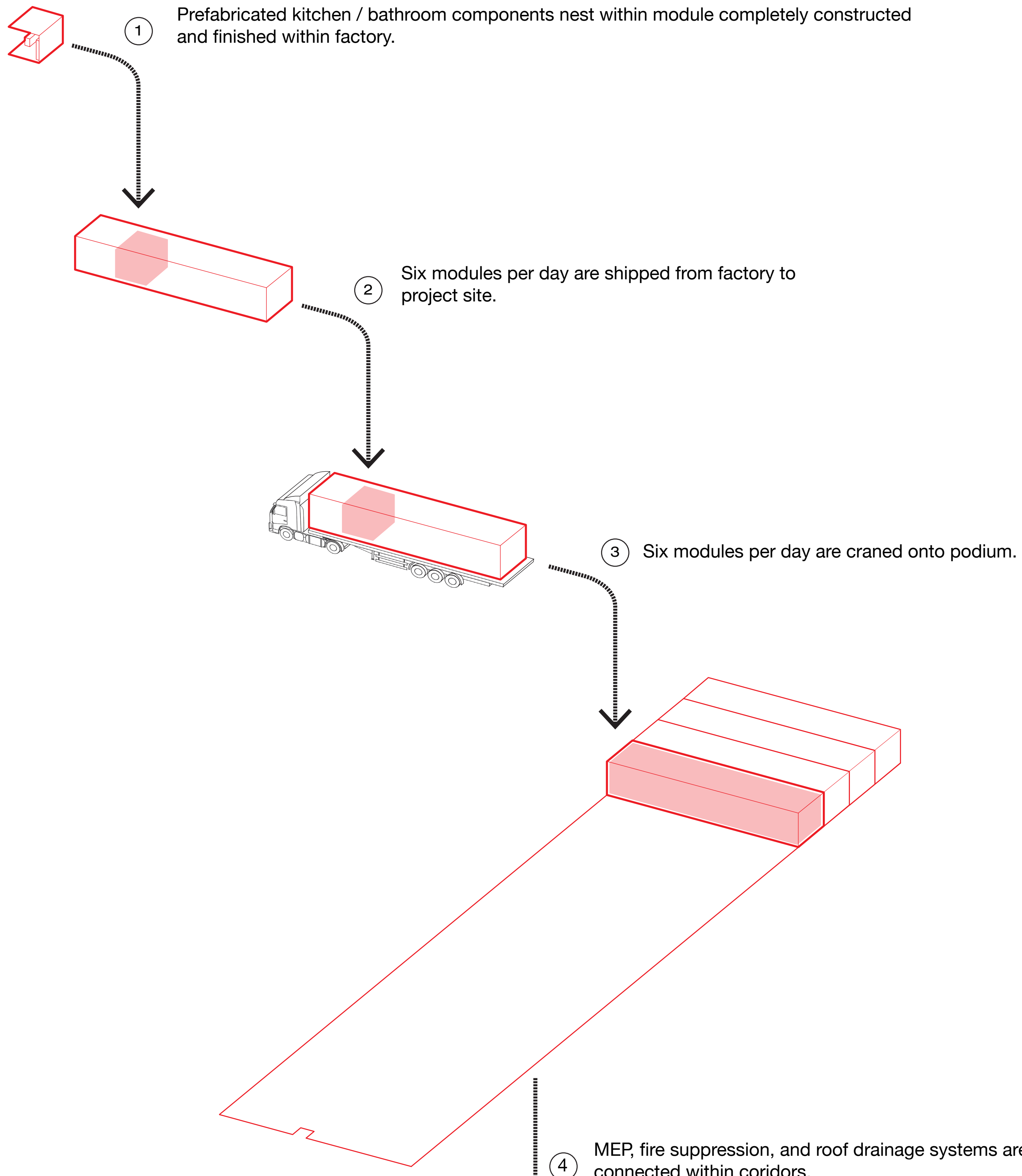




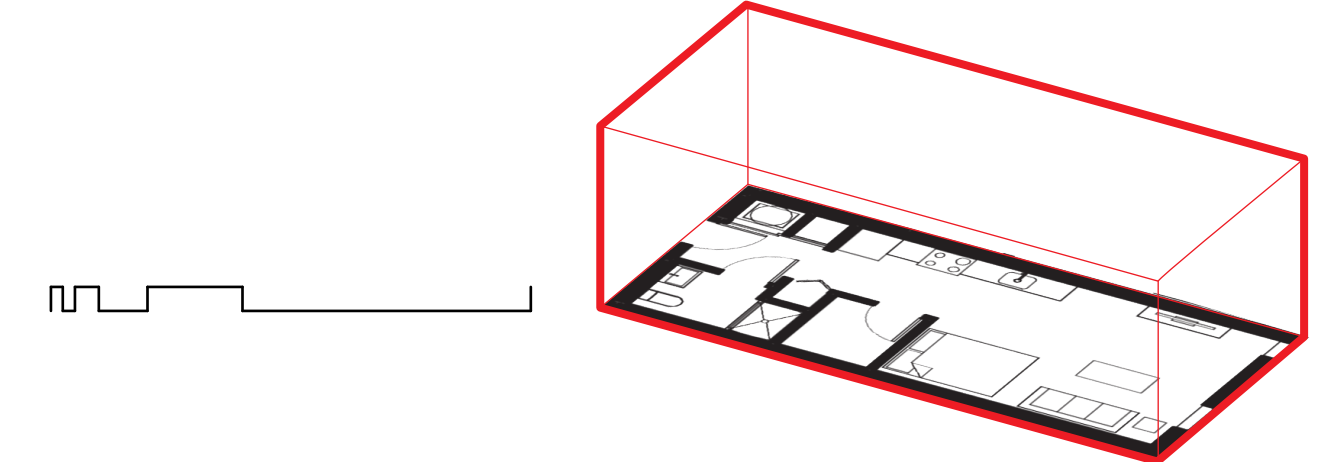
View from Patio: natural amenities

Seven-Step Process

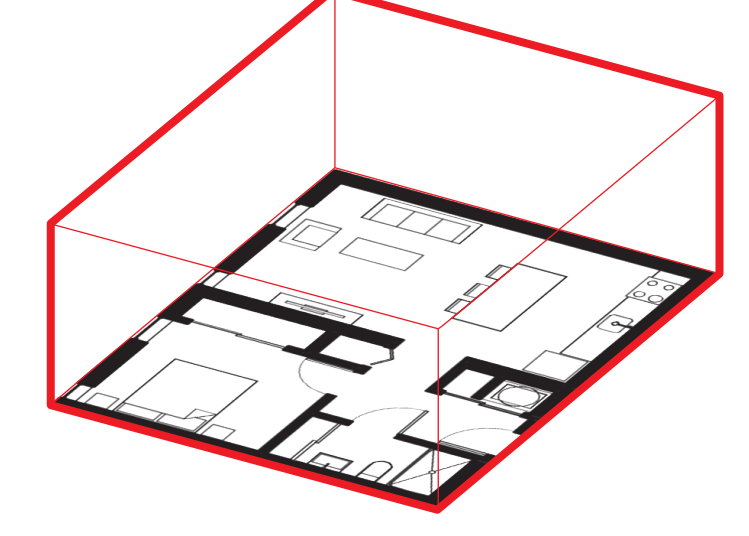




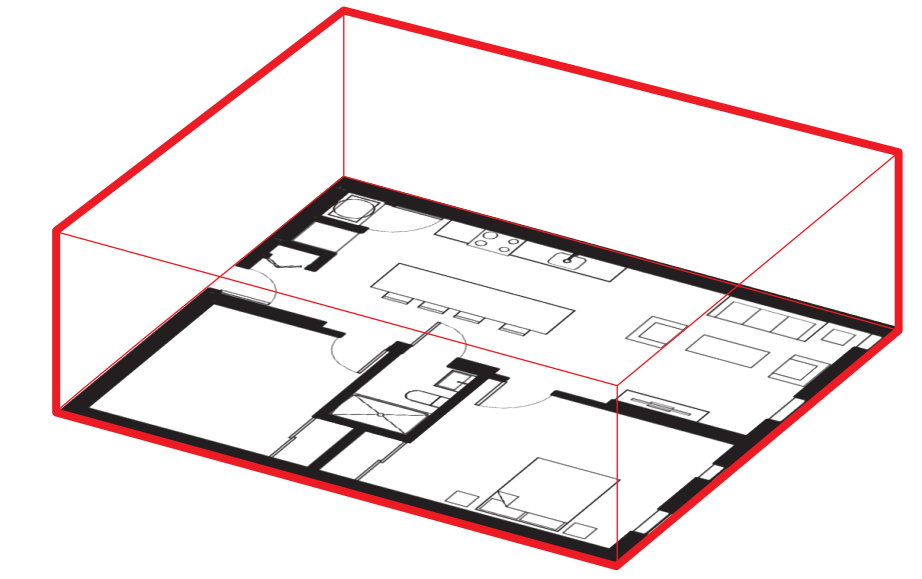
A Studio
477 rentable square feet
12 per building



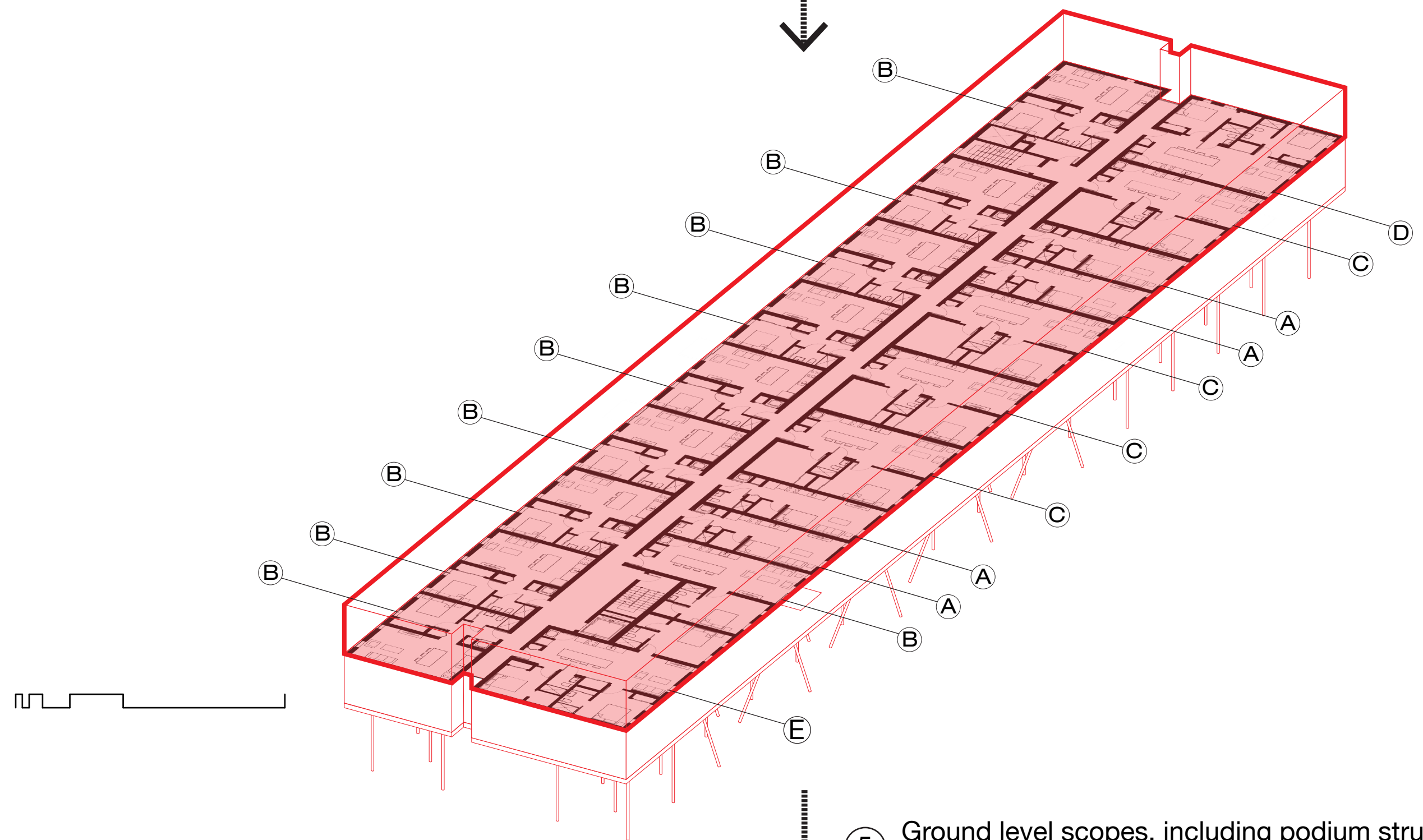
B 1 bedroom
642 rentable square feet
30 per building



C 1.5 bedroom
955 rentable square feet
12 per building

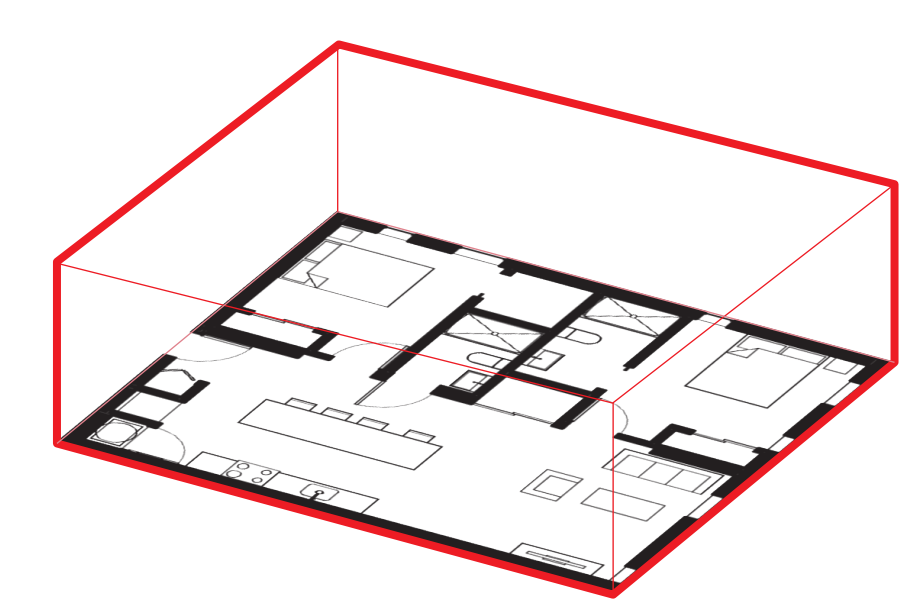


VII. MATROYSHKA



⑤ Ground level scopes, including podium structure and slab, are site-built to receive prefabricated modules.

D 2 bedroom
955 rentable square feet
3 per building



E 3 bedroom
1,202 rentable square feet
3 per building

