

MULTI-HOUSING NEWS

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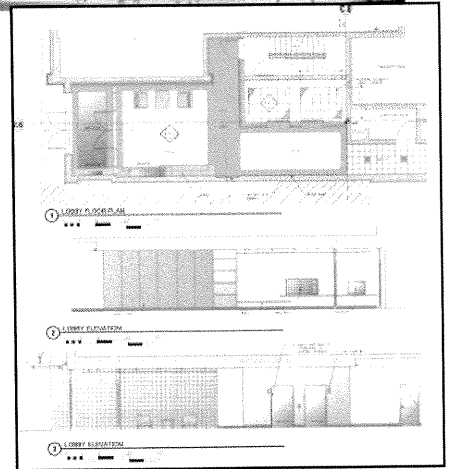
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Is That a Condo ?

As Inclusionary Design Catches On, the Distinctions Between Affordable, Market-Rate and Luxury Multifamily are Becoming Blurred



The Orion [above, right] will be the South Bronx's first elevator Condo.



By Diana Mosher
Editor-in-Chief

Perhaps the highest compliment you can pay an affordable housing developer or architect is to mistake their work for a market-rate multifamily property. "We're seeing more mixed-income building in New York City. Low-, middle-, and high-income--we're looking at projects that straddle the market," says Magnus Magnusson, principal-in-charge at **Magnusson Architecture and Planning, PC** (MAP) in New York.

According to Petr Stand, a principal at MAP, New York City is at the forefront of mixed-income development. Inclusionary zoning has been mandated during the administration of Mayor Michael R. Bloomberg, and is being driven by the NYC Department of City Planning. Community Development Corporations have been advocating for this as well. "It's a national story that other cities

will be watching," Stand believes.

MAP has been active in New York City's South Bronx since the 1980s. When plans were being made to rebuild multifamily housing on the area's numerous rubble sites, community groups insisted that a mix of housing to accommodate high- and middle-income groups would be most beneficial over the long term.

"We were always sensitive to that," says Magnusson. In fact, the firm's early housing efforts received remarks like "Boy they're building condos in the South Bronx." Eventually, MAP did collaborate with **Nos Quedamos/We Stay, Procida, Melrose Associates** and **L&M Equity Participants** on the first elevator condo building in the South Bronx, slated to break ground this month and scheduled for completion in 2007. The Orion, a 61-unit condominium, will be located at 3044 Third Avenue. "Everyone will

be watching sales very closely, because many other projects will follow quickly if this project is successful." The plan is to be sold out by June 2006. The property will offer both affordable (25 percent) middle-income (50 percent) and market-rate (25 percent) units.

MAP recently completed **Palacio del Sol** ("Palace of the Sun"), a 124-unit mixed-use, affordable housing project in the Melrose Commons section of the Bronx for developers **Nos Quedamos/We Stay** and **L&M Equity Participants**.