





THE INCREMENTAL DEVELOPER

"Julia" and her wife "Ryan" are a middle-aged couple that wants to start a small real estate by participating in the FHA mortgage plan now that they have built some income. This means that they will build (at least) four units on each lot for a total of 3 (adjacent) lots. They will live in one of the units in the first phase while building the next four units on an adjacent lot.



Needs:

- Attract different types of tenants
- Diversity of spaces/volumes
- Adaptable program/functions

THE WFH (WORK FROM HOME) PROFESSIONALS

"Colin" and "Maria" are a work-from-home (WFH) couple. As investment consultants, they want to be able to meet clients, have a shared working space, and have private spaces for individual meeting calls. And, they are interested in being able to rent desks to other remote workers in the neighborhood. As time passes, they want to partner with a coffee shop to provide amenities as well as a small public cafe. As they rarely drive, they use electric bikes.



Needs:

- Open/closed work spaces
- Flexible work spaces to rent out
- Space for public cafe
- Enclosed parking

THE ARCHITECTS

Xujin, Varun, and Nick (XVX Architects) want to buy a lot to build a mixed-use building for their entrepreneurship in starting a new small architecture & design firm. They want studio spaces on the ground floor and live/work units elsewhere. Knowing the Incremental Developers ("Ryan" and "Julia"), XVX Architects also want their residential units to be able to generate additional income. As this plan is successful, the firm buys the adjacent lot to expand its empire! They will first rent out the ground floor spaces to a commercial tenant but eventually move into those spaces.



Needs:

- Open studio work spaces
- Diversity of residential spaces
- Attract tenants
- Later expansions of firm











