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SUGAR HILL

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- Sugar Hill is an attempt to dissolve the perceived incompatibility between housing and architecture; affordability and design. However, the project put the emphasis on the exterior and the non-residential part instead of rethinking the conventions in unit design. It is because short-term cost calculation and established economic formula limited the innovation in residential units while long-term benefits generated from architecture cannot be taken into account in the cost calculation. Similar projects are criticized for the un-replicability due to the above-average per-unit cost. On the other hand, William Traylor, President of the Richman Group, a firm that assisted BHC in assembling the financing for Sugar Hill, believes that the project can serve as a model for housing integrated with other services. By collaborating with city agencies, housing projects can tap into their budgets to benefit housing where the mix-used development can act as an alternative to city zoning. However, this model may not provide enough incentives for the private sector and the risk and revenue are assumed to be guaranteed by the public sector.

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“Architecture vs. Housing: The Case of Sugar Hill”, Urban Omnibus, Last modified September 3rd, 2014, http://urbanomnibus.net/2014/09/architecture-vs-housing-the-case-of-sugar-hill/.