

JACK KEMP

WORKFORCE HOUSING

MODELS OF

EXCELLENCE

AWARDS

2012 WINNER

DEVELOPERS

Phipps Houses
Jonathan Rose Companies

MIXTURE OF HOUSING TYPES

Workforce units: 71
Affordable units: 151

AFFORDABILITY

Workforce co-op units priced as follows:

1 BR: \$78,894 to \$134,585
2 BR: \$146,032 to \$179,446
3 BR: \$192,750

DEVELOPMENT COSTS

\$98.8 million

DEVELOPMENT TIMELINE

Site Acquired: December 2009
Construction Started: March 2010
Completed: April 2012

SUSTAINABILITY

LEED Gold building
Solar panels
Green roof

WEBSITE

www.viaverdenyc.com



David Sundberg

Via Verde

Bronx, New York

Via Verde is a 20-story mixed-use, mixed-income building located in the Melrose section of the Bronx, the northernmost of the five boroughs in New York City. The area underwent a sharp decline starting in the mid-1960s, and in the 1970s the Bronx was plagued by a wave of arson, leaving in its wake a number of vacant, blighted properties that were eventually acquired by the city in the 1970s and 1980s. The city has since led an aggressive effort to rebuild the Bronx and bring back the social, economic, and environmental infrastructure by creating affordable housing. Via Verde is the crown jewel of these city-sponsored efforts.

The project was initiated through a unique competition known as the New Housing New York Legacy Project, an ideas competition sponsored by the New York City Department of Housing Preservation and Development (HPD) and the American Institute of Architects (AIA) New York chapter. The winner of the competition was offered one of the last remaining city-owned sites for the purchase price of one dollar. Proposals were submitted by developer/architect teams, each of which sought to design the next generation of green, affordable housing. The proposal for Via Verde, submitted by co-developers Phipps Houses and Jonathan Rose Companies and co-architects Dattner Architects and Grimshaw, was selected as the winning proposal by a competition jury.

The Via Verde project showcases high-quality, innovative green design while also providing affordable housing to low- and moderate-income households. The 296,000-square-foot building includes 71 middle-income cooperatives (co-ops) and 151 low-income rentals, as well as 5,500 square feet for a



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community facility on the ground floor (currently leased to Montefiore Medical Center), and 2,000 square feet of neighborhood retail space. The co-ops are targeted to households earning 80 to 100 percent of the area median income (AMI); the rental units are reserved for households earning 60 percent of AMI or less. The term of affordability is 30 years for the rental units. Co-op purchasers may sell at any time, but only to income-qualified purchasers. The project was able to achieve its homeownership and workforce housing goals through a range of mechanisms, including taxable bonds from New York City Housing Development Corporation (HDC), along with subsidies from HPD, HDC, the New York State Affordable Housing Corporation, and the New York State Energy and Research Development Authority.

The development team worked closely the city's Department of Buildings and Department of City Planning, local officials, and community boards to rezone the site through a general large-scale plan special permit. The 1.5-acre site, formerly occupied by a railroad storage yard and gas station, was remediated under the New York State Brownfield Cleanup Program. A special committee was established with representatives from key city agencies to help shepherd the project through the approval process.

The building makes the most of a narrow, triangular site by stepping up from three-story townhouses at the south to a 20-story tower at the north; Via Verde also features a series of green roofs and gardens. Designed to achieve a Gold rating under the Leadership in Energy and Environmental Design (LEED) program, the building uses low-tech sustainability strategies, such as cross-ventilation solar shading and smart material choices, as well as photovoltaic panels, high-efficiency mechanical systems, and energy-conserving appliances. Via Verde is estimated to be 30 percent more energy efficient than a baseline building.

Community response to the project was been overwhelmingly positive: more than 7,500 rental applications were submitted several months before its completion. Via Verde was designed and developed as a model of innovation and has already served as the catalyst for similar projects. While not every community operates on the scale of New York City, Via Verde does demonstrate what is possible when cross-sector partnerships are formed to pave the way for the future of high-quality, sustainable, and affordable housing.



“I am most proud that the project is a beacon of design excellence in its neighborhood—proud of its beautiful, bountiful gardens, its comfortable livable green apartments in which almost every unit is flooded with daylight and freshened with cross-ventilation. And I am very proud of its income mixes, which include workforce homeownership and low-income rental units.”

Jonathan Rose, President
Jonathan Rose Companies