

A QUARTERLY
PUBLICATION
OF THE FLORIDA
APARTMENT
ASSOCIATION

FALL 2019

multifamily florida



GOING GREEN

**INSIDE
THIS
ISSUE**



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MIDTOWN 29**
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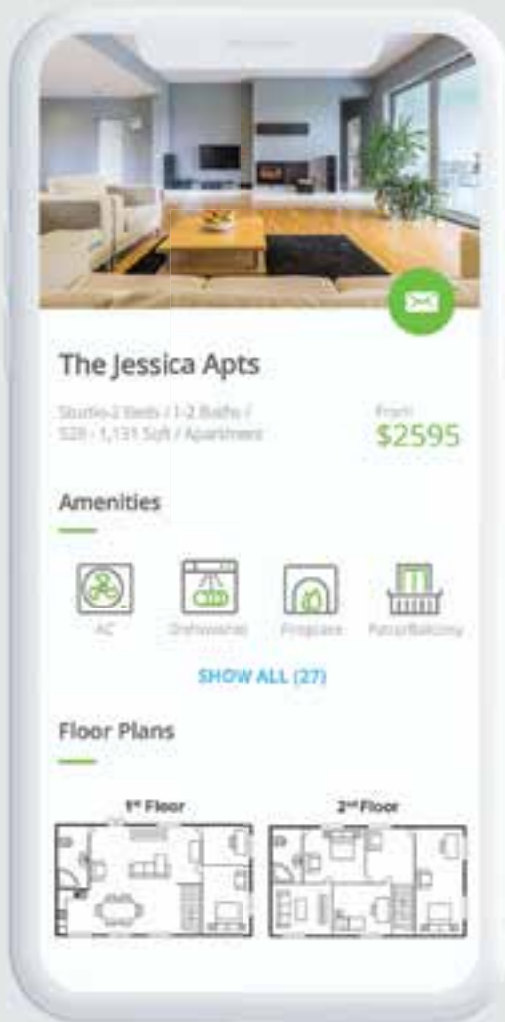
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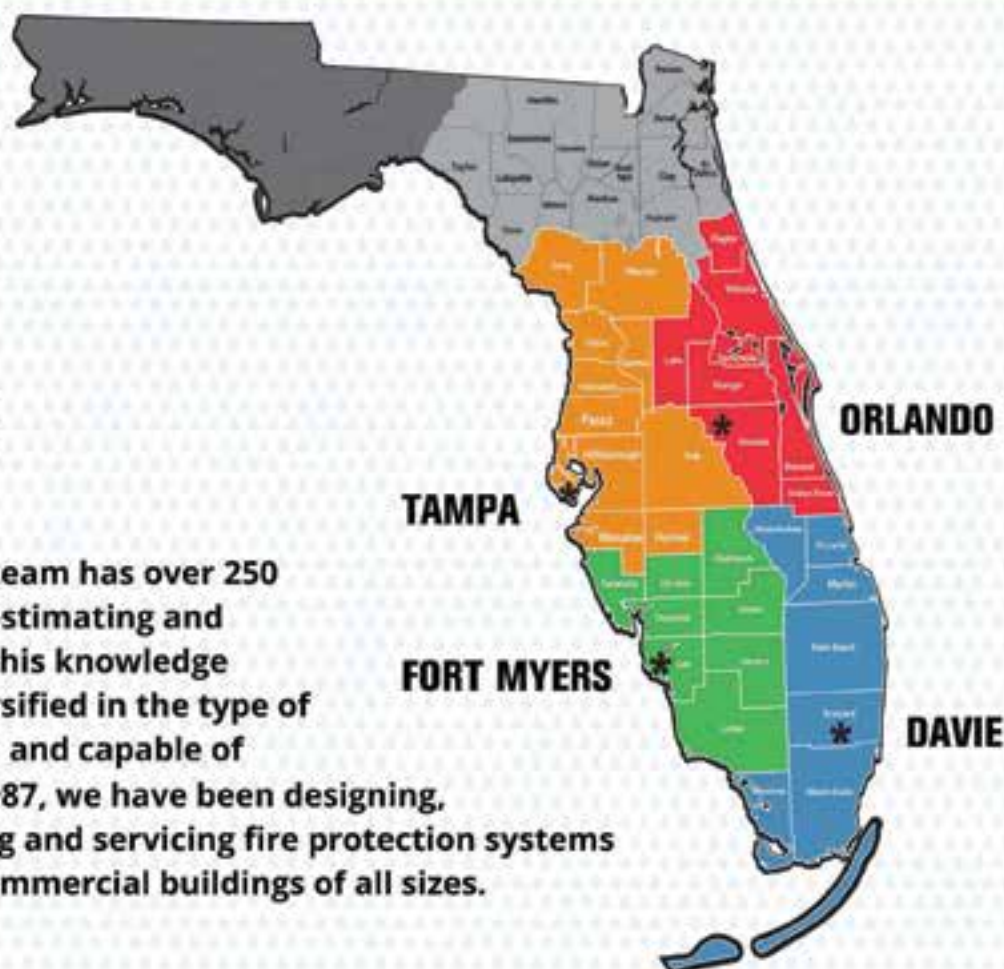
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PRESIDENT'S MESSAGE

Thank You for an Exciting and Rewarding Year

BY **BONNIE SMETZER**, CPM, HCCP
 JMG REALTY INC.

It's been an honor to serve as president of FAA this past year. I had several important goals and certainly hoped for a smooth term. However, less than a week after I was installed, Hurricane Michael came ashore in the Florida Panhandle and became only the fourth Category 5 hurricane to make landfall in the U.S., and the first since Hurricane Andrew. FAA moved quickly to double our annual contribution to Hatching Hope of Florida, a charity that provides services to apartment residents in need throughout Florida. FAA's contribution helped Hatching Hope respond quickly to assist residents in the affected area. The Bay County Multi-Housing Association and its members were devastated by the hurricane and are still working to recover.

My first goal as FAA president was to engage our members to help find solutions to the housing affordability shortage in our state. It was important to me that our members

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Lifelong Learning Has Lifelong Benefits

BY **JOSH GOLD**, CAE, CMP
FAA EXECUTIVE VICE PRESIDENT

“Anyone who stops learning is old, whether at 20 or 80. Anyone who keeps learning stays young.”
– Henry Ford

As summer winds down and the days become shorter, I can’t help but remember back-to-school seasons of my childhood.

Now that I’m a parent, my daughter and I take an annual end-of-summer trip to the store to shop for school supplies, carefully checking off each item on the lengthy list provided by her school. As we peruse the stocked shelves, supply list in hand, my daughter’s excitement for the new school year and opportunities that lie ahead is almost tangible.

As adults, we might only experience that feeling of anticipation vicariously, but it doesn’t have to be that way. We can still hold onto our excitement to continue learning. Working in a competitive and fast-paced industry underscores the importance of being a lifelong learner and not becoming complacent in our careers or personal lives.

Lifelong learning is a voluntary and ongoing pursuit of knowledge. It includes seizing formal and informal educational opportunities, relearning basic knowledge to remain sharp, and challenging yourself to learn new skills. Decades of research and studies all draw the same conclusion — continued learning, in any form, is good for brain health and overall wellness.

The National Apartment Association Education Institute provides members of our industry formal education opportunities through certifications and continuing education credits. Whether you’re a senior level executive, property manager, or maintenance professional, there are courses and classes available to give you useable skills,



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enhance your credibility, and validate your continued knowledge.

There are also informal opportunities to educate yourself in your personal life — many of which can be fun. Reading a non-fiction book, watching documentaries, and discussing current events with friends or colleagues are great starting points for adding new knowledge into your life. However, the possibilities are endless.

Here are some simple ways to actively engage in lifelong learning:

- Read daily — whether the newspaper or your favorite novel.
- Take a class at a local community college.
- Play brain games like puzzles and trivia to help boost your brain power.
- Listen to informational podcasts on an unfamiliar topic.

- Participate in an NAAEI certification program.
- Take up a new hobby such as painting or playing an instrument.
- Watch TED Talks.

Adopting continued learning habits like these throughout your life can help you feel fulfilled and connected to the world around you. Incorporating just one learning behavior into your daily routine can open your mind to other points of view, as well as increase confidence and self-fulfillment.

While we’re discussing lifelong learning and the importance of brushing up one’s skill set, I’d be remiss if I didn’t put in one last plug for the 2019 FAA Annual Conference & Trade Show, October 2-4 at the Hilton Orlando Bonnet Creek. I can’t wait to see you all there as we explore infinite possibilities for education and success. ▲

continued from Page 7

not only educate others on what does not work but also be a voice to find solutions that do work.

I am proud to say FAA now has a Housing Affordability Committee. Through this committee, our members can work with local municipalities and lead the discussion about workable solutions to meet the rental demand for all Floridians.

My second goal was to visit with all affiliates that help to make FAA the amazing organization it is. I am proud to say that I

visited locally with all affiliates. BCMHA did not have any meetings, but I was able to be part of the interview committee to hire an association executive. I enjoyed each and every affiliate visit and appreciated the warm hospitality extended to me.

I traveled to Dallas for an NAA meeting that included AEs and affiliate presidents from across the country, to discuss NAA's future rollout of affiliate standards, as well as to discuss plans for the NAA Click and Lease program. I was so proud that our

Florida representatives led a lively discussion about NAA's plans and made sure our voices were heard.

I want to thank the entire FAA staff and for each person's contributions in making FAA the great organization it is.

- Josh Gold was elected to NAA's Association Executives Council. This honor shows that others recognize what we know already know at FAA: Josh does an outstanding job in leading FAA.
- FAA had significant legislative victories this year, thanks in large part to Amanda Gill, FAA's new government affairs director. In just her first few months with FAA, Amanda help lead us to two major legislative victories. Florida now has a law that requires municipalities that have an inclusionary zoning ordinance to offset the loss a developer incurs by including affordable housing. In addition, Florida law now clarifies that impact fees for multifamily developments may only be charged after building permits are issued and must be used toward the infrastructure costs created by the development. These two laws will help keep apartment development strong in our state, which is critical to helping meet future housing demand.
- Laureen Crowley's editorial leadership and talent have been recognized with several awards. Multifamily Florida received writing awards from the Florida Magazine Association and from the Association Media & Publishing, a national organization. FAA's conference marketing and legislative advocacy work was also recognized at the national level.
- Ralph Robinson has once again demonstrated his amazing conference planning. As a member of the Space Coast Apartment Association, I am so excited that this year's conference theme will be "Beyond Orbit ... Infinite Possibilities" and our keynote speaker will be astronaut Capt. Scott Kelley.

Lastly but certainly not least, I want to thank the FAA Executive Board and FAA Board of Directors, for their contribution and support this year. Collectively, you each helped make FAA the strong organization it is today.

This has been an amazing year. Thanks for your support. ▲



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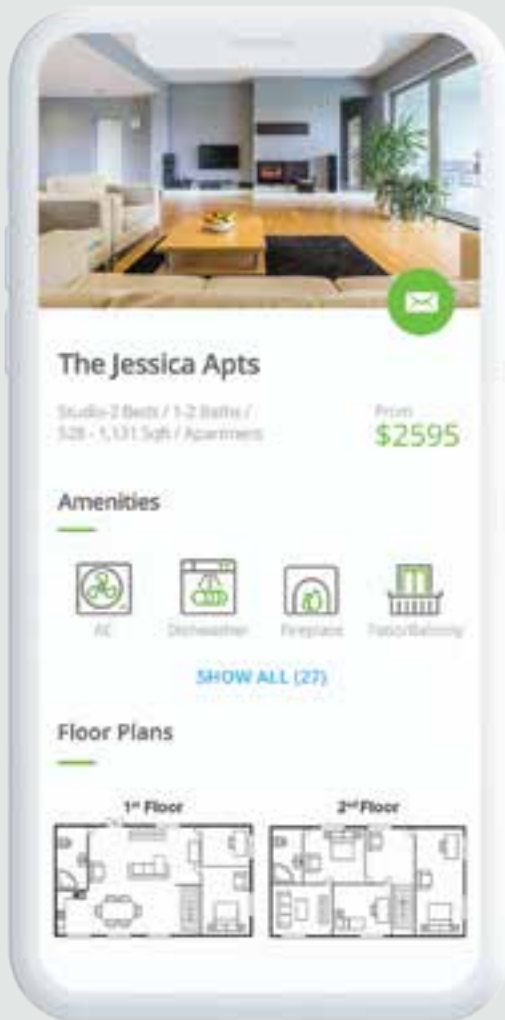
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Going Green

BY RANDA GRIFFIN



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Recycling. Sustainability. Energy efficiency. Reducing your carbon footprint. The idea of “going green” has been around for decades, in one form or another. In recent years, it has proven to be more than just a passing trend and has evolved into a recognized practice for multifamily managers and builders. More than a third — 36 percent — of multifamily builders are currently implementing “green” practices into

in Multifamily



more than 60 percent of their building projects, according to a 2017 survey by the National Association of Home Builders and the National Multifamily Housing Council.

Whether your aim is to have a positive effect on the environment through water conservation and reduced pollution, to benefit the health of residents and on-site staff, to reduce operating costs, or all of the above, there are more ways than ever to “go green” in multifamily.



GREEN CERTIFICATIONS

New construction apartments can be designed with the environment and cost savings in mind. Green building certifications can assure your community is operating energy-efficiently and demonstrate your commitment to going green.

Green Building Initiative offers Green Globes environmental assessment and certification, which provides a green rating assessment and identifies opportunities and tools to improve energy use in new and existing buildings.

“Green Globes provides a comprehensive road map for new and existing buildings to incorporate the benefits of a variety of sustainability goals,” said Shaina Weinstein, GBI’s vice president of engagement.

GBI has certified 37 buildings within 24 multifamily communities in Florida. Green Globes New Construction survey can help building operators, engineers, architects, and owners evaluate opportunities to benefit from energy savings, reduced environmental impacts, and lower maintenance costs at the start of planning.

“Setting sustainability goals at the outset of a new construction project is critical to developing a structure that is resource-efficient, healthy for occupants, and environmentally sound,” Weinstein said.

Green Globes certifications are effective for new construction, but can be beneficial



for existing buildings as well. Regardless of whether or not the building was designed with sustainability in mind, Weinstein said with the certification, communities will see a reduction in operating expenses.

“Using the Green Globes for Existing Buildings assessment process enables building teams to benchmark and focus capital improvement projects on broad sustainability, health, and efficiency goals,” she said. “Green Globes encourages teams to consider their choices and implement best practices whenever possible.”

ENERGY EFFICIENCY

There are endless changes existing multifamily communities can make to improve their carbon footprint. Stevie Freeman-Montes, sustainability manager for the Sarasota city manager’s office, said improving energy efficiency is the biggest and most impactful step communities can take to go green.

She said often property owners are hesitant to spend large amounts of money on structural changes to improve energy efficiency, such as changing out appliances, because

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the community doesn't directly benefit from the costs savings, rather the resident does.

The result is known as a "split incentive," Freeman-Montes said, when the cost falls on one party — the property owner or manager — and the benefit falls to another party — the resident. "That has become something a lot of multifamily properties have struggled with when doing big investments in energy efficiency."

The 2017 survey by the National Association of Home Builders and the National Multifamily Housing Council showed 57 percent of multifamily builders and remodelers believe their customers are willing to pay more for green features. The survey also showed 54 percent of multifamily builders find green homes easier to market, suggesting the initial cost for making energy-efficient changes will be offset by higher rents.

Implementing small green changes throughout the community, like installing smart thermostats and LED lightbulbs, is a good place to start because they can be completed gradually and with relative ease. Larger changes, such as upgrading the property's irrigation system to conserve water, come at a much higher cost and may take longer to initiate since they have to be coordinated through various levels of management.

Freeman-Montes said utility companies will provide property managers with an energy audit that analyzes the community's energy use and identifies areas of heavy consumption.

"Any of the property owners could call and get a free energy audit, and that can give you a list of recommendations of what you could do," she said.

Property managers can use smart technology products to positively impact the environment while improving their operational efficiency, said Sean Miller, president of PointCentral, which offers thermostats, lighting, leak detection, and other products that help property managers monitor energy use and detect problems early.

"We're a partner to the property manager or asset owner, and we want to help them deploy this technology and help them manage it as a way to be more efficient and profitable," Miller said.

PointCentral integrates its products with property management software to allow property managers to monitor and control energy use. For example, the property manager can set the temperature in an unoccupied unit or set a temperature limit in occupied units

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to control the amount of energy wasted. The products can detect problems in individual units or across the property as they happen to lessen expensive HVAC bills and repairs. Many residents appreciate the ease of having these smart products in their home.

Miller said once a unit becomes occupied, the resident has control of the products, but property managers can still protect the asset by monitoring things remotely.

“Any property manager is a steward of someone else’s asset, so the property manager

can show to that asset owner, ‘Hey, I’m doing a good job of not only maximizing the return you get from this asset but also minimizing catastrophic costs and expenses,’” Miller said.

HydroPoint is a smart water management company that uses technology to monitor water usage and irrigation throughout a community. The water management system is able to detect leaks, prevent overwatering, and help maintain a healthy landscape.

HydroPoint offers WeatherTRAK Smart Irrigation, which uses local weather data to

determine how much water to use throughout the property based on the expected rainfall and evaporation rates each day.

“We use an automated scheduling engine to determine just the right amount of water to irrigate that site based on its location and the weather,” said Meg Mason, senior director of growth marketing at HydroPoint.

Other factors such as plant types, soil type, and the slope of the ground are also taken into account to determine the appropriate amount of water to keep the plants healthy. This helps prevent over- or under-watering of the landscape, cuts down on costs for labor and plant replacement, and helps prevent mold and other harmful side effects of overwatering.

Smart irrigation controllers are managed from a mobile device or any laptop and allow the property manager to make any changes to the irrigation or shut off the water flow completely if a sprinkler burst or emergency occurs. Alerts and notifications are sent to the device if any suspicious water activity is occurring so property managers can solve the problem quickly.

HydroPoint also offers WaterCompass leak detection and flow monitoring to quickly recognize any suspicious water activity on-site through a non-invasive, clamp-on flow monitor.

“We’ve been able to catch a lot of different plumbing issues that they didn’t even know existed because it was underground or those sorts of things,” Mason said. “So it’s a lot of just visibility of how much water is being used.”

The technology and services offered by HydroPoint not only conserve water but also reduce labor, transportation, and maintenance costs, Mason said. Residents and multifamily communities can save money while also reducing their overall carbon footprint.

In 2015, FPA Multifamily LLC saved 54 million gallons of water in one year after installing WeatherTRAK Smart Irrigation at 44 of its properties, according to HydroPoint’s website. One site used significantly less water, saving \$22,000 on water bills one year after installation.

RECYCLING

Structural design, lack of incentive, and high turnover rates can present challenges with recycling in multifamily housing. But property management companies can reach out to the waste division of their local municipalities and ask for assistance, said

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Todd Kucharski, general manager for the city of Sarasota Public Works Department. Often, the waste department will provide handouts, bins, and education tools to help managers coordinate an effective program in their community.

“Multifamily has been our biggest challenge because it’s such a transient type of community,” Kucharski said.

Because residents move frequently, he said, it’s difficult to educate them on the importance of recycling and how to do it properly. Often residents will have good intentions but aren’t aware of what items actually can and cannot be recycled.

“Multifamily facilities generally have a higher contamination rate for recycling,” Kucharski said. Including materials such as plastic bags and greasy pizza boxes in with recyclables presents problems at sorting facilities.

Management staff plays a big role in the effectiveness of a community’s recycling

program because while some are proactive, many times management is rather lax about educating residents, Kucharski said.

Education is the most important factor in an effective recycling program, so Kucharski said posting a list with pictures of what items can and cannot be recycled on the bins can help residents.

Freeman-Montes said encouraging residents to take initiative is another great way to get the community involved.

“A lot of residents are really passionate about this issue,” she said.

Hosting a “swap shop” event where residents can exchange materials such as clothing or picture frames, setting a community recycling goal, or throwing an Earth Day community event can inspire residents to recycle and educate them on new ways to be environmentally conscious.

“It also builds community because it gets people talking to each other,” Kucharski said. “You start building relationships in

your community, which then starts making a more enjoyable living experience when you start having these types of things you’re engaging in.”

Weinstein said property managers can engage residents to participate in resource conservation and their own sustainability by “providing efficiency controls, implementing a successful recycling program, and communicating frequently with occupants to keep sustainability efforts top of mind.”

AMENITIES

Amenities can be a huge draw for prospective residents who are often willing to pay more to live in a community that fits their lifestyle and represents their values.

Green amenities, such as a community garden, are the perfect way to demonstrate your eco-consciousness to current and prospective residents. An herb or vegetable garden prompts resident involvement and interaction while also contributing to

10 EASY STEPS TO KICK-START A RECYCLING PROGRAM

BY **PATTI GIRARDI**

Nearly all Americans support recycling and 75 percent say it should be a priority, according to a recent survey by the U.S. Public Interest Research Group. Yet the average national recycling rate is only about 35 percent, which means two-thirds of our waste winds up in landfills, incinerators, or as litter. A growing percentage of Americans live in apartments, yet many multifamily communities do not have a recycling program in place. If yours is among them, here is a step-by-step plan to begin recycling.

STEP 1. BROWSE YOUR CITY'S WEBSITE

The first step is to familiarize yourself with your city's recycling mandates. Type in "recycling" in the search bar of your city's website, and from there you will have a plethora of information at your fingertips. Key things you should look for include:

- What your city recycles.
- What your city does not recycle.
- Recycling mandates.
- The guidelines and requirements for multifamily communities.
- Recycling plan sheets and applications.
- Locations to recycle electronic waste.
- Sanitary waste contact information.
- Recycling fliers.

STEP 2. CREATE A TEAM

Compose a team of individuals who will be responsible for the upkeep of the program. Appoint a key recycling coordinator who will oversee the operation. Make sure that this team is motivated and enthusiastic about going green.

STEP 3. CONDUCT A WASTE ASSESSMENT

Determine what your current trash waste stream consists of. Visually inspect the contents of your community's waste, and list the components (paper, food containers, plastic, food waste, etc.). This will help you prioritize which items you need to recycle. Set an assessment period (for example, record daily for 2-3 weeks).

STEP 4. CREATE A PLAN

Outline your program's vision, mission, and objectives. Your plan should keep you organized, goal oriented, and specific. Be intentional with this step. Double-check whether you are required by your city to submit a recycling plan or application.

STEP 5. DECIDE WHAT TO RECYCLE

Deciphering what to recycle may seem to be the easiest step, but it can be a challenge. Be specific and thorough to prevent confusion amongst your residents. Compile a list of alternatives for non-recyclables. This way if your residents want to recycle things that can simply be reused, you have a solution ready. You can do so by checking your city's website for city-approved stations for electronic waste, medical waste, and furniture and other donations. Lastly, make sure you contact your city's sanitary services to find out what isn't accepted.

STEP 6. DETERMINE HOW TO COLLECT

Once again, reference your city and state recycling mandates to identify the requirements for collection and processing. Your collection system is a fundamental aspect of the success of your program. Consider these questions:

- Who will sort the materials?
- Will your program collect using curbside methods or recycling drop-off centers?
- Will you outsource the collection to a third-party contractor?

- What are your designated service days and hours?
- What type of collection bins receptacles will you use?
- Will you enforce mixed, single stream, or no-separation recycling?

Double check your city's recycling mandates; certain cities require a specific format for collection.

STEP 7. HAVE A PREVENTION PLAN TO REDUCE WASTE

It's easy to forget to focus on how you are producing waste when implementing a recycling program. A major key is to grasp an understanding behind the "why" of your waste stream. You will need your entire team on board for this step, including third-party haulers (if used). The prevention plan would be determined by the audit that was held at your community. For example, if your audits show that your residents throw away cardboard the most, your prevention plan should depict how you can decrease that specific waste stream. This step is all about preventing mishaps in your recycling process.

STEP 8. EDUCATE, EDUCATE, EDUCATE

This step is crucial to an effective recycling program. Create informative collateral and events for your residents. Consider enlisting a supplier partner to provide this for you. Make sure your partner understands the ins and out of your program. Distribute fliers to all current residents and to future residents when they move in days; have reoccurring recycling events to get your residents pumped and excited. Keep them sweet, simple, fun, and to the point. Often you can download free fliers and other educational materials on your city's website. Lastly make sure you are abiding by the educational requirement of your municipality; most require multifamily communities to follow an educational requirement over a certain period.

STEP 9. BRIEF YOUR STAFF

Brief your maintenance, custodial, and office staff about the best recycling practices and the details of your program.

STEP 10. SHARE!

Finally, brag about the results and share the progress with your team, city, staff, and residents. This can be tied back to Step 8. You can choose to throw a recycling results bash, or you can also send out monthly updates sharing your success. This step will serve as encouragement and continued cooperation for the recycling program.

RECYCLING TIPS AND FACTS

- When recycling glass/plastic containers, make sure to wash thoroughly to avoid grease contamination.
- Cut off the section of your pizza boxes that have grease.
- Break down your cardboard boxes before recycling.
- Inquire about composting (for food waste).
- Recycle plastic bags by returning them to your local grocery store.
- Use your own dishes. The average office worker in the U.S. uses roughly 500 disposable cups each year.
- Make use of reusable straws. Americans use 500 million plastic drinking straws every day.
- Reduce your trash. Approximately 40% of the municipal solid waste that makes up our landfill is paper and cardboard.

Recycling does more than ignite the feel-good chemicals in our brain. It's a growing industry with promising results for our economy. Be a change agent and get your residents on board with living green. ▲

Patti Girardi is chief marketing officer for Valet Living.



sustainability efforts by providing food residents can bring home and use.

“I think, from a property manager standpoint, having a place where food is grown and seen can be a really big asset to a community,” Freeman-Montes said. “That could be something that could be invested in on both sides.”

As the use of electric and hybrid cars rises, so does the demand for car charging stations. For residents who own one of these fuel-efficient cars, whether or not a community has a car charging station can be a deal breaker. Installing these stations creates an eco-conscious culture in the community and provides some residents with a unique but necessary service.

Another way many communities are helping residents cut down on transportation costs and their environmental impact is through bike programs. Communities can partner with local companies like Lime or Bird or purchase community bicycles of their own for residents to use.

From energy efficiency to recycling programs to amenities, apartment communities across the state are finding that it can be easy being green. ▲



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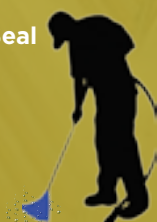


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Governor Signs FAA Priority Legislation into Law



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BY AMANDA GILL

Two bills supported by the Florida Apartment Association were signed into law after the end of the 2019 session of the Florida Legislature.

On June 18, Gov. Ron DeSantis signed into law FAA priority legislation House Bill 207, which regulates the collection and allocation of impact fees.

HB 207 passed the House on March 27 by a vote of 101 to 12. Upon receiving the bill, Senate leadership withdrew HB 207's committee assignments and sent the bill to the Senate floor, where it passed by a vote of 39 to 1 on April 4.

HB 207 is an important legislative victory for multifamily development because it establishes consistency by allowing impact fees to be collected only when building

permits are issued, and it earmarks impact fee revenue for acquiring or improving capital facilities to serve the population associated with the new development.

On June 28, DeSantis signed into law FAA priority legislation House Bill 7103, which will prevent local governments from imposing unfunded inclusionary zoning mandates and allow impact fee waivers for affordable housing development.

As a result of HB 7103 being signed into law, counties and municipalities with inclusionary zoning ordinances that require a developer to provide a certain number or percentage of affordable housing units must now provide incentives to offset all costs to the developer in exchange for the affordable housing contribution. Such incentives may include:

- Providing the developer density or intensity bonus incentives or more floor space

- Reducing or waiving fees, such as impact fees or water and sewer charges

It's no secret that the best way to encourage the construction of affordable apartment homes is to make it easier and less cost-prohibitive for developers to build this type of housing that is desperately needed. The enactment of HB 7103 will do just that by requiring local governments to have some skin in the game and ensuring developers have access to the incentives they need to make affordable housing construction feasible. In the long term, this policy change will result in more effective policies and a higher number of affordable apartment homes across the state.

For information about incentives that are most effective, see Apartments by the Numbers on Page 36. For more information about these two new laws, visit faahq.org/news/government-affairs. ▲



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5 Strategies for Building a Strong Resident Referral Program

BY ASHLEY TYNDALL

Did you know that the most common source of new leads is referrals? Or that it costs five to 25 times more money to acquire new residents than to keep existing ones happy?

Loyal residents grow a multifamily property much more quickly than marketing or sales, and it all begins with a strong resident referral program. Additionally, a resident who started out as a referral is 18 percent more loyal than other customers and four times more likely to refer more residents to your community.

Perhaps your property does not have a resident referral program yet; or maybe you do, but it is not as effective as you hoped. There are simple ways to enhance your program to increase new leads and decrease resident turnover in the process.

Here are five strategies for multifamily professionals to maximize a referral program:

1. OFFER AN INCENTIVE

Despite how inviting your community is, residents often need an extra push to recruit their friends. Incentivize your residents for referrals by offering gift cards, cash, or rent credits. Florida law caps rewards at \$50 per transaction, which can be cash, a gift card, or a gift with a maximum value of \$50.

2. GAMIFY THE EXPERIENCE

Several software companies offer gamification programs and apps that can not only increase your property's brand awareness but also encourage current residents to renew or refer their friends. These programs



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allow renters to complete tasks and collect points, which are then exchanged for gift cards. Tasks include posting on social media, writing an online review, completing a survey, renewing a lease, and referring a friend.

3. CREATE A LANDING PAGE

Once you develop a unique resident referral program, you will want to design a landing page to direct residents to enroll in the program. Do not forget to add a section for frequently asked questions for residents to find

out more descriptive information and cover questions such as how and when rewards are given. This landing page can then be emailed to residents as well as shared on social media and your website homepage.

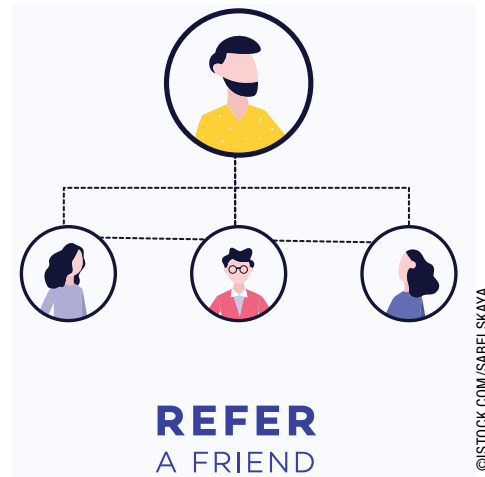
4. SPREAD THE WORD

Once you have a landing page, it's time to get the word out. Start an email campaign to let residents know about your new offering. Send two versions of the email — one for current residents and one for prospects. Add a call-to-action button on your website homepage that links to your new landing

page, and then be sure to share creative posts on your social media channels.

Keep in mind that spreading the word is not a one-person job. You will want all hands on deck to ensure residents know and use the program actively.

Make sure leasing agents inform any new residents of the promotion, and have your on-site team post professional fliers in the leasing office, community shared spaces, and online. Use your monthly resident functions as a platform to spread the word by offering giveaways and incentives tied to bringing a friend.



5. SHOW YOUR APPRECIATION

After your resident referral program is up and running, you may start to see some residents who are more actively involved than others. It's important to show your appreciation to the residents who refer more than one person or who go out of their way to recommend your property consistently.

A handwritten thank-you note is a nice touch, and it will stand out in today's world of electronic communication. A care package or other treat is a great idea to recognize residents who make repeated referrals, as they are bringing in a significant amount of new revenue to your property. Be sure to keep in mind the limit of \$50 per transaction. If you have questions about the limits on incentives, refer to Florida statute 475.011(13) or consult an attorney.

GETTING THE MOST VALUE

Considering that 92 percent of consumers trust referrals from people they know, it's evident that word-of-mouth referrals are the strongest vote of confidence your apartment community will get. By incentivizing this behavior among your residents, not only will you reduce turnover, but you also will ensure a steady stream of qualified applicants. Ultimately, it's important not only to launch a unique referral program but also to advertise continually and leverage this program to see the biggest impact to your bottom line. ▲

Ashley Tyndall is director of client service for Criterion B, an agency focused on branding and inbound marketing for the commercial real estate and multifamily housing industries.

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Midtown 29 Takes the

BY **RANDA GRIFFIN**

Located in the center of one of Miami's most vibrant neighborhoods, Midtown 29 embodies the eccentric energy of the bustling city while striving to remain eco-conscious and supportive of the surrounding area.

The community is located in Wynwood, a neighborhood that was originally a warehouse district and has been regentrified and populated with art studios, contemporary restaurants, and a design district full of high-end shopping. Jocelyn Pruna, Midtown 29 property manager, said the community is made up of residents who want to be central to everything the area has to offer without the congestion of living in downtown Miami.

"We have a very cool group of residents," Pruna said. "[We're] right in the heart of Wynwood, and right now it's a really hot tourist spot."

Pruna said the community's design and style are heavily influenced by the surrounding Wynwood neighborhood.

"There's a lot of artwork throughout the building and a lot of natural pieces like moss walls from Plant the Future, which is a local vendor," Pruna said. "It has a very zen, artsy flow."

Midtown 29 takes advantage of the creative talent around them and has local curated art throughout the community, some of which was crafted with recycled materials like fish nets.

"The first floor has a mini art gallery with a lot of local artists and some international artists as well," Pruna said. "So there [are] a lot of pieces throughout the building that were curated for us or specially picked out."

The community was built with its environmental impact in mind and was constructed to Silver LEED



LEED for Going Green



MIDTOWN 29 *FAST FACTS*

Location: Miami

Managed by: The Morgan Group

Pet-friendly

Floor plans: Various studio, 1, 2, 3 bedrooms

Rents: \$1,955 - \$4,850

Certifications: Silver LEED Certified

FAA Gold Level Smoke-Free

Certified Community



standards. A LEED (Leadership in Energy and Environmental Design) certification is awarded based on the environmental performance and sustainable design of a building.

“During construction, 20 percent of the building’s materials originated from sources locally, reducing transportation impacts, and 50 percent of the building’s construction debris was recycled or salvaged,” Pruna said.

Midtown 29 has amenities throughout the community, many of which represent the idea of going green. There are four electric car charging stations for residents and their visitors, community paddleboards and city bicycles on the property, and recycled décor in the clubhouse.

“Our amenities are one of the biggest things that bring people in to tour,” Pruna said.

The community has a dog spa, 24/7 fitness center with a yoga studio, and a business center in the clubhouse. Pruna said the seventh-floor pool deck is a favorite for residents and has a lap pool, oversized hot tub and six cabanas to relax in with TVs and beverage coolers.

The community has various floorplans for studios to three-bedroom units, ranging from 960 square feet to 1,390 square feet. The units have tile flooring throughout; stainless steel, energy-efficient appliances; and keyless entry. To help cut down on air conditioning costs and energy usage, the units have blackout shades in the bedrooms and Nest thermostats, which can be controlled via a resident’s cellphone.

Pruna said prospective residents are usually interested in the community’s recycling program, which Midtown 29 has made user-friendly. The community has a trash chute with a sorter at the bottom that allows residents to dispose of their trash and recyclables easily at once.

“The resident just has to go to this one trash chute, press garbage or recyclables, the door opens, and the machine sorts it at the bottom,” she said.

Pruna said having green features and amenities within the community is not only good for the environment, but make residents feel good as well.

“They’re paying a premium for where they live — not just for service or location, but they’re also giving back,” she said. “It’s their way of giving back and making their carbon footprint smaller.” ▲





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HOUSING AFFORDABILITY INCENTIVES

RESEARCH ANALYSIS SOLUTIONS

This data is culled from the Housing Affordability Toolkit, a research project conducted and prepared by the Florida Apartment Association and the Apartment Association of Greater Orlando. For the full report, visit faahq.org/research.

Florida is experiencing an unprecedented housing shortage, which is causing affordability challenges across the state. In an effort to identify effective solutions designed to decrease the cost of multifamily housing for Floridians, the Florida Apartment Association (FAA) and the Apartment Association of Greater Orlando (AAGO) surveyed apartment developers who operate throughout the state of Florida.

The survey measured multifamily housing construction barriers and the level of interest in various affordable housing incentives designed to increase affordable housing supply.

Of the developers surveyed in the FAA and AAGO study, 56.2 percent of respondents expressed a level of interest in developing affordable housing if the appropriate incentives were provided.

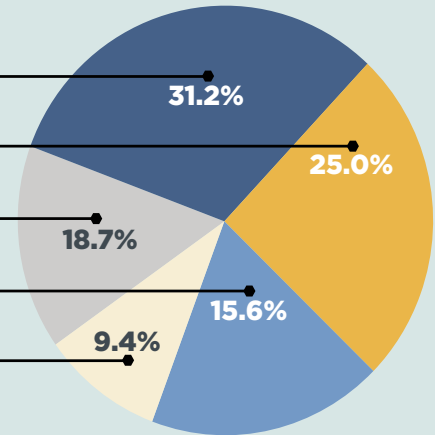
Somewhat interested 31.2%

Not so interested 25.0%

Not at all interested 18.7%

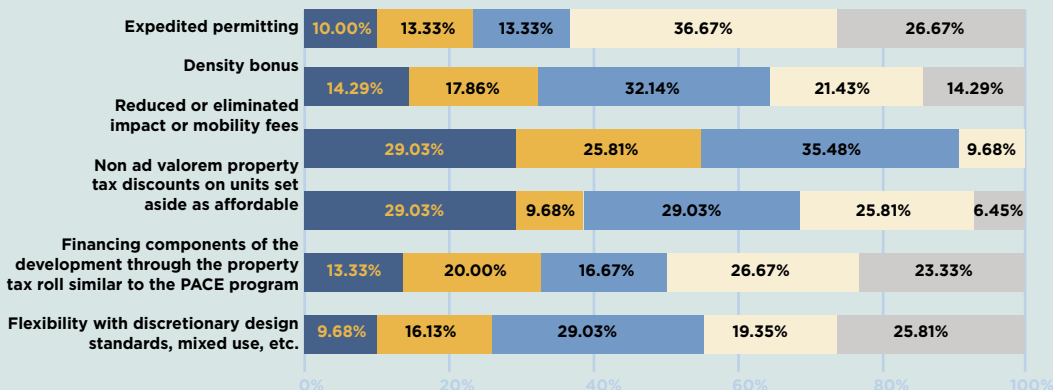
Very interested 15.6%

Extremely interested 9.4%



Likelihood that an incentive will stimulate the construction of affordable housing

Extremely likely Very Likely Likely Somewhat likely Unlikely

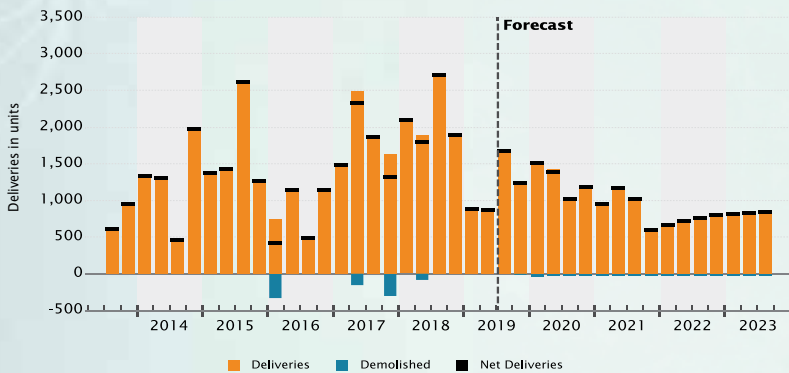
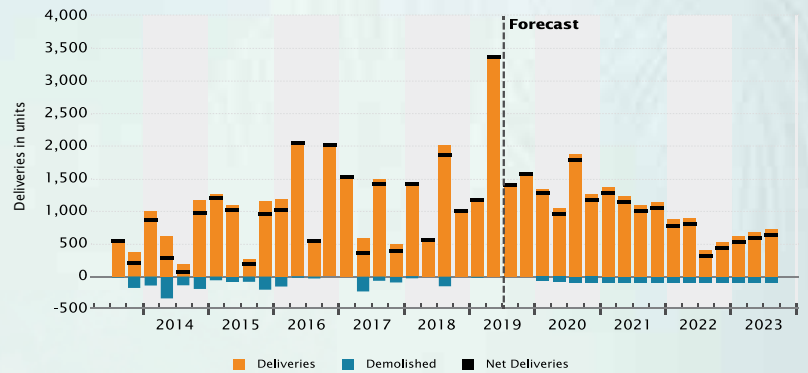


Not all incentives are created equal. The incentives most likely to drive development (in order of preference) include: reduced or eliminated impact fees, non-ad valorem property tax discounts, and density bonuses.

Multifamily Growth in Major Florida Markets

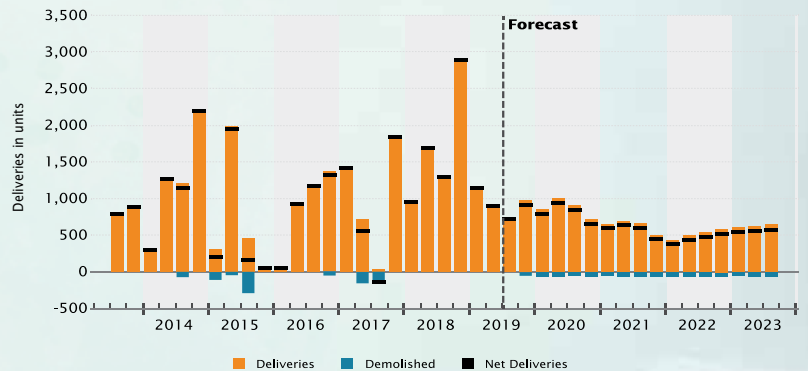
Miami

- Highest level of apartment construction in the metro's history
- Nearly 100 apartment projects under construction and 250 proposed
- 15,000 units under construction, a 10% rise in inventory
- Construction concentrated in Greater Downtown Miami, Coral Gables, and Miami Springs/Doral submarkets



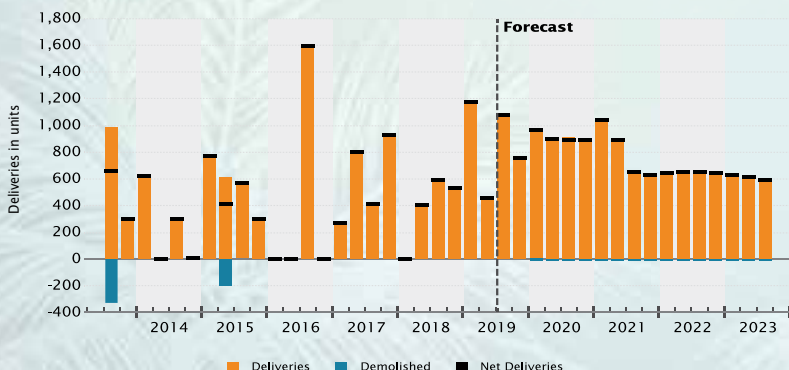
Orlando

- Heaviest supply wave on record
- Approximately 10,000 units underway
- Five-year inventory increase of 20%
- Construction concentrated in North Orlando, I-Drive, and Downtown Orlando submarkets



Tampa

- Largest supply wave in more than 30 years.
- More than 10,000 units delivered in three years
- 7,000 more under construction
- Construction dominated by luxury units



Jacksonville

- As of July, 5,900 units under construction, an all-time high for Jacksonville
- New construction dominated by 200- to 300-unit, mid-rise communities with rents above \$1.30/square foot
- 60% of new construction in Southside submarket, which already accounts for more than 40% of inventory
- More than 1,700 units under renovation, with rents increasing by more than \$200/unit

Source: CoStar

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