

HOUSTON INTERNSHIP

DUE Wed, June 8 @ 6:00 pm

3 Program and Site Revisions

You received your general program on your first assignment. Now you have had the ability to closely observe, review and gather all information on the site conditions. You have had information provided to you by professionals that understand this context and you have worked as a team to develop a program as well as complete your site analysis.

You now have an opportunity to alter the program (with intention) to best suit the site and to best address the goals of both the developer and the community. There must remain the following:

- **residential apartment units that meet market needs**
- **retail at street level with new allowances defined by team**
- **Parking at 1.7/unit ratio**
- **Mid-Rise Code Requirements**
- **Height Restriction of 75' to the last floor served**
- **Any additional program uses defined by the team**

Additional requirements still remain:

- **Amenity package for urban dwellers defined as single professionals, likely no families but some may be couples. Their primary focus is access to work in the medical center and downtown.**
- **Must place emphasis on pedestrian level public space that opens up to and attaches itself in some way to the light rail stop at Elgin St.**
- **Make certain your program includes a project description and a marketing tag line. A marketing tag line is one sentence that 'grabs' the buyer and makes them want to live there...or at least think about it! The project description is more comprehensive. Generally, a paragraph of several sentences that describes the project, it's goals and observations. You can write the project description and then bullet item the goals and observations.**

Remember, if you alter the program, you must be able to justify the alteration of the project. It must meet the density needs of the area and it must still become a project that the developer can profit from. But, equally important is the need for the community to 'profit' from this project. We define profit in different ways and somewhere in your revised program you should include a team definition of these. How you as a group are determining the 'profit' basis.

NOTE: You will also include any site responses to the program changes you make. On the top of the sheets that are altered...make a note of "Revised" so that I can easily identify these.