oWow
A 100% Affordable Workforce Housing Solution for the City of Richmond
Woow - Richmond Walk Phase II

- 100% Affordable - Privately-Funded Project - (30-85% AMI) Rents
- High Density - High Efficiency - Transit Oriented Housing - ~1,000 Units
- 3+ Phases to Build
- 25,000 SF of Flexible Commercial Space
- LEED Gold or Better with Renewable Energy on Roofs
- Project will Strive for a Net Zero Energy Building
- Woow Partnerships to build pathways for Jobs, Families, Youth, and Art
The Master Plan
The Master Plan

Phase 1
The Master Plan

Phase 2
The Master Plan

Phase 3
Commercial Programming
Commercial Programming

Retail
Commercial Programming

Retail
+
Live/work
Prefab 101
Lowney Architecture

Construction & non-farm labor productivity index (1964-2003)
Constant $ of contracts / workhours of hourly workers
Sources: U.S. Department of Commerce, Bureau of Labor Statistics
MacroUnits

“An intelligently designed modular home…”

A flexible living unit that addresses contemporary concerns about how to accommodate a wide variety of living situations.

The unit can be reconfigured based on the needs of the market to maintain viability at every scale.

Here it is shown in its least dense, 2-bedroom configuration.
MacroUnits

“An intelligently designed modular home…”

Here it is shown as 3-bedrooms, an excellent option for a small family.
MacroUnits

“An intelligently designed modular home…”

Finally, it can be used as a legal 4-bedroom, accommodating a larger family or four roommates.
oWow’s Commitment to the City of Richmond
Commitments to Community

Jobs
- Employment and Training Department
  (Sal Vaca - Director - Onboard)

Community and Family Services
- Richmond Community Foundation
  (Jim Brecker - CEO - Onboard)

Social Justice
- GRIP
  (Kathleen Sullivan - Director - Onboard)

Art and Youth
- RYSE Center
  (Kim Aceves-Iñiguez - Director - Onboard)
Richmond Jobs - Local Hire

oWow to Partner with the Employment and Training Department to:

**Temporary -**
- Strive for 50% Local Hire for Construction Jobs (Richmond Priority)
- Strive to break up project into smaller increments for local contractors to compete and succeed.

**Permanent -**
- Strive for 100% Richmond Hire for building support jobs after construction
- 25,000 SF of flexible commercial space - Up to 20 small-businesses

**Infrastructure to build Richmond jobs -**
- oWow to donate a portion of project cost to partner with ETD to support RichmondBuild, RichmondWorks, and YouthWorks programs.
Richmond Affordability

- **Richmond AMI**
  - Site will be a 100% affordable privately-funded site (30-85% AMI)

- **MacroUnits**
  - 10% of Units - 98 Very-Low Income (BMR) (30-50% AMI)
  - 10% of Units - 98 Low Income (BMR) (50-80% AMI)
  - 80% 771 Under-Market Rate (80-85% AMI)
Financial Partner

- David Harris - CEO - Camps Bay Capital
  - $500 Billion in Real Estate Financing

- Expertise on Capital Raising Strategies
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“oWow is making a commitment to the City of Richmond to produce a community-driven product that resonates with Richmond’s history, showcases it’s innovation, and demonstrates that Richmond is building and building strong.”