

BRYNN GREY

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Getting Housing Projects Done: With and Without Private Partners



Colorado Association of Ski Towns
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Key Themes:

1. Ends & Means
2. Hidden Costs
3. Unlocked Potential
4. Measuring Outcomes

1. Ends & Means



The Ends Business:

1. Take the long view
2. Identify community priorities
3. Define outcomes

Wellington Housing Matrix

Exhibit C: Affordability Benchmarks

	Purchase Price	Purchase Price	Purchase Price	Purchase Price	
	Affordable to	Affordable to	Affordable to	Affordable to	
<u>Building Type</u>	<u>Under 90% AMI</u>	<u>Under 100% AMI</u>	<u>Under 110% AMI</u>	<u>Under 120% AMI</u>	<u>Total</u>
Small Lot Single Family			22	22	44
Double House		8	4	4	16
City House	10	20		-	30
Live/Work Residential		5		3	8
Total	10	33	26	29	98

The Means Business:

1. Manage complexity
2. Innovate
3. Rapid response

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Innovation

Design

Construction Methods

Financing

Technology

Sales & Marketing

Creating Place

Wellington Neighborhood



Peak One Neighborhood



BASECAMP SHOPS & RESIDENCES

WORLD'S HIGHEST TRANSIT ORIENTED DEVELOPMENT



IMAGINE... OWNING YOUR OWN MICRO-CONDO

in the heart of Colorado Ski Country across from Whole Foods Market ©Copyright Brynn Grey Partners, Ltd.

2. Hidden Costs



Hidden Costs

Staff time

Staff overhead

Organizational / HR impact

Need to expand staff skill set

Political costs

Legal Liability

3. Unlocked Potential



4. Measuring Outcomes



Final Thoughts

