



## FREEDOM WEST HOMES 2.0 CITED FOR EXCELLENCE IN URBAN LAND MAGAZINE

*Publication by and for Development Experts Celebrates Transformative Impact – and our Shareholders*

Freedom West Homes was prominently cited in the July 2024 issue of commercial real estate development's premier publication, *Urban Land Magazine*. With its first issue in 1941, the quarterly is published by the Urban Land Institute (ULI), the oldest

and largest network of cross-disciplinary real estate and land use experts in the world. ULI sets standards of excellence in development practice. Jose Sanchez, a Mixed-Use Design Leader at DLR, our global design and architecture firm for Freedom

West Homes, wrote the well-researched article. For the sake of brevity, we have excerpted the section about our project, and its impact to our Shareholders – and the community here in the Fillmore.

### Transforming Urban Housing Through Placemaking

By Jose Sanchez | July 16, 2024

If the past two years have taught us anything, it's that our society's deep desire to return to "normal" has sparked a reevaluation of what normal should entail. As urban populations continue to grow, and individuals look to reclaim their place in the community, the question arises: have our downtowns evolved enough to meet these new demands?

Reactivating our urban cores and transforming them into vibrant, accessible districts that provide fresh dining choices, retail opportunities, office spaces, entertainment options, green space, and a broader selection of affordable housing through purposeful placement is the key to community restoration.

When applied to housing projects specifically, placemaking principles can transform dwellings into integral components of thriving neighborhoods. Place-led housing embraces the idea that a home is not just a physical structure but a part of a larger ecosystem—somewhere that residents can connect with one another and with their surroundings.

This practice also emphasizes equity and inclusivity by ensuring that people of all ages, incomes, and backgrounds have access to safe, affordable, and dignified housing. Placemaking principles such as universal design, mixed-income housing, and accessible amenities can foster social equity and break down barriers to participation. By integrating placemaking principles into housing design and development, cities can create neighborhoods that are not only livable but also resilient for future generations.

#### Fostering diversity, equity, and inclusion

Placemaking emphasizes equity and inclusivity as essential elements of thriving communities. To foster diversity, equity, and inclusion effectively, initiatives should prioritize accessible amenities, cultural preservation and celebration, and equitable access to resources. Providing accessible amenities such as parks, playgrounds, and community centers ensures that all residents can participate in community life and enjoy recreational activities, regardless of their physical abilities.

Celebrating cultural diversity and preserving heritage through public art, events, and historical preservation efforts enhance the identity

# FREEDOM WEST

## Management Corner

### Who to contact in emergency situations:

- If you are experiencing a **medical emergency**, please call 911 immediately.
- Freedom West's security company is SVR. The security team can be reached at 415-724-3215

### Call the management office if:

- There is a repair needed in your unit
- You have an issue with payment of carrying charges
- You have an issue with registering a vehicle to qualify for parking on a Freedom West lot
- You have a pest control issue. Pest Control service is the 4th Wednesday of every month. Please call the office to get on the schedule.
- You have an issue with a neighbor

### Additional Items:

- Hopefully you have seen Shareholders Box has been reinstalled on the other side of the building.
- Monthly events held in the Rec room on the 4th Friday of each month
- Pet policy needs to be submitted for those with pets
- Income certs are past due and need to be submitted asap
- The next board meeting open to shareholders is September 24.

### Freedom West's Management Contact Info: 415-929-1011

**Breanne Martinez**  
– Community Manager

**Devlin Murphy**  
– Assistant Community Manager

**Deb Frelix**  
– Administrative Assistant,  
415-929-1011

**Tywon Fitzpatrick**  
– Maintenance Supervisor,  
415-929-1011  
Freedom West Homes  
Private Security 24/7

and authenticity of neighborhoods, thus promoting social cohesion and inclusivity. Through honest community engagement, involving residents, stakeholders, and local organizations in the decision-making process, placemaking initiatives can ensure that the needs, preferences, and aspirations of the community are represented and integrated into the design and development process

In San Francisco's Fillmore District, Freedom West Homes' next iteration will stand as a beacon of equity and inclusivity, rooted in a storied history of community resilience. Established in the 1970s, amid the aftermath of redlining practices and urban renewal policies, the development was envisioned as a bastion of affordable housing and socioeconomic stability to counteract the displacement caused by redevelopment efforts.

Today, with 382 co-op-owned housing units spread over four city blocks, Freedom West Homes remains a testament to the enduring spirit of its residents. In collaboration with the co-op and its commitment to revitalizing the neighborhood, the project will embark upon a transformative journey. DLR Group's design approach prioritizes community empowerment and social cohesion. The reimagined and renewed Freedom West Homes will honor its legacy while modernizing for future residents of the community.

The reimagined development, through DLR's partnership with renowned landscape architect Walter Hood of Hood Design Studio, will transform Octavia Street into a vibrant community space, establishing the Founders Circle Plaza as the heart of the co-op and extended community. Designed with balconies facing the plaza, the development will be impactful and a beacon to the community.

From the creation of contemporary, accessible housing units to the integration of community spaces and amenities, as well as the lasting economic opportunities that will lay the foundation for wealth accumulation and socioeconomic advancement, the revitalized development will provide residents with a renewed sense of pride and belonging in their neighborhood.

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***The reimagined and renewed Freedom West Homes will honor its legacy while modernizing for future residents of the community.***

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Bethel AME Church member focusing on the Senior Center, slated to be the first of the new buildings, among the renderings.



Mayor Breed presenting Freedom West Day Proclamation at the 50th Anniversary

### Challenge meets opportunity

The integration of placemaking principles in housing developments represents a transformative approach to urban development, but it also presents challenges and complexities. Balancing the competing demands of economic viability, social equity, and environmental sustainability requires careful planning and collaboration among stakeholders. And if that's not challenging enough, the implementation of placemaking strategies may face resistance from established interests or regulatory barriers.

As cities grapple with the challenges of rapid urbanization, climate change, and social inequality, these challenges can also present opportunities for innovation and creativity in housing design and development. By attaching the collective resources of communities, designers, policymakers, and developers, cities can overcome these obstacles and create housing developments that truly embody the principles of placemaking.

For the future, the integration of placemaking into housing design offers a promising path forward, where every resident can find a sense of belonging and opportunity in their built environment. Through collaboration and creativity, we can unlock the full potential of place-led housing to shape the cities of tomorrow into vibrant, resilient, and inclusive spaces for all, without compromise.