



# AFFORDABLE HOUSING

*Strategy Proposal*

**PROPOSED TO:**

Athens-Clarke County

**ORGANIZED BY:**

Hopkins Consulting, LLC

[WWW.GUSSIEHOPKINS.COM](http://WWW.GUSSIEHOPKINS.COM)

# OUR STORY



Team IHOP!!  
(Ivory, Hopkins Or Patterson)



Bernardo & Gussie  
Hopkins



Caleb  
Ivory



CREED ♂  
AUGUSTUS  
HOPKINS ♡  
December 3RD → 2021  
♂ 6'16" @ 7#10 OZ



Chris  
Ivory

Gussie endured a series of health issues at the end of 2019. After a brief discussion, our family concluded there were two top priorities: Our health and spending quality time together. We began brainstorming ways both goals could be achieved.

Fast forward to over a year of research... Tiny homes came up multiple times. The challenge is we are a multi-generation family of 5 and zoning restrictions prevented plans from coming to fruition. We tried so many ways to make the tiny model work, but the model failed to solve the overall needs. Then it hit us.... What if everyone had their own micro/tiny home but on the same property? **EUREKA!!**

The micro community model allows grandma to have her space, the married couple could enjoy their space and the two teenagers to become homeowners while learning financial literacy. After making the decision to sell the house and move forward building our micro community, there was a roadblock. We couldn't find a transitional home to live in! Rental inventory was low and the rentals we located were not affordable. This issue opened our eyes to the affordable housing crisis plaguing the country (even for high earners). Eventually, we decided to marry the idea of a micro community and affordable housing. Boy oh boy, they are a match made in heaven!

Our mission is to advocate and develop micro communities so others can afford homeownership while providing financial literacy tools/resources. We are walking proof that homeownership can be a financial catalyst that breaks generational poverty. The numbers don't lie... On average, homeowners on average have a net worth that's 80 times higher than that of renters per the Census Bureau.



# OUR VISION

Our team endeavors to develop transformative yet affordable Micro Communities featuring elevated ceilings, smart-home technology, high efficiency windows and doors and custom finishes throughout with private courtyards and patio spaces.

## WHAT IS A MICRO COMMUNITY??

A Micro Community is a single family subdivision strategically designed to encourage residents to interact with each other thus fostering a greater sense of community.

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## WHAT THE COMMUNITY IS NOT

There is a lot of mis-information about what a Micro Community is so we want to paint a clear picture for those who are new to the concept.

### What it is not:

- The houses are NOT tiny homes
- Homes are NOT on wheels
- Properties CANNOT be moved as they are permanent structures

### What it is:

- Permanent, affordable housing
- A more densely populated single family residential development
- Designed with common areas as a focal point for resident engagement
- The homes are around 1,000 square feet

# THE EXAMPLE

The visual representation below shows a micro community implemented here in Georgia. All 8 units pre-sold before the developer broke ground. Our design will be very similar but will be crafted and optimized based on the properties selected for development.

**Description:** Cottages at Vaughn is a pocket neighborhood, situated on a half-acre lot a block away from downtown Clarkston. The community includes eight micro-cottage homes, a common green space for gathering, and climate-conscious development features such as solar panels and edible, regenerative landscaping.



# PROJECT BACKGROUND



## OUR APPROACH



### AFFORDABLE HOUSING

Athens-Clarke county has a dire need for affordable housing under \$400,000. The units are permanent structures with a starting price point of \$180,000 - \$250,000 per unit



### MAXIMIZE SPACE

Increase the sense of community within the city limits on more dense residential parcels



### ENVIRONMENTAL IMPACT

The homes will be built with a clean energy future in mind. Units will have solar panels, pervious walkways & parking spaces and energy efficient heating and cooling



### MINIMIZE A & D COST

Due to the smaller parcels, the acquisition and development expenses are minimal. This cost savings is passed along to the buyer

## ■ WHY THE STRATEGY WILL WORK

We are all aware of the housing crisis that faces our nation. This proposal maximizes the land space available and solves several housing issues for the Athens-Clarke County area across multiple demographics.

The county is aware and taking strides to address the challenges. The strategy decisions and implementations are about 1-2 years from completion.

# THANK YOU!



Thank you for taking the time to review our proposal.

For more information or to become involved, please contact us at:

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