Housing Committee

AIA Philadelphia

November 20, 2025 – Meeting #03 on Zoom
9:00 am – 10:00 am

Attendees – 11/20

Greg Albright
Aaron Bell
Daphne Gsell
Eric Leighton
E'llesce Logan
Henry Morris
Adam Montalbano
Jeffrey Pastva
Joshua - NR
Kristen Petrilak
Robyn Savacool
Michael Skolnick

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1) Housing Committee Structure
   a) Committee Chair(s): Nominations
      i) Nominees: Aaron Bell, Robyn Savacool
      ii) Next steps: vote to be held, Eric Leighton will coordinate
      iii) Co-Chairs confirmed as Robyn & Aaron
   b) Secretary / Communications: Kristen Petrilak
      i) No additional nominations
   c) Subcommittees

2) Announcements (9:07 am – 8 min)
   a) Open floor for announcements
      i) Strong Towns – Aaron Bell
         - Book Recommendation: The Housing Trap
         - Strongtowns interest in coming to Philadelphia, committee call for ideas on forum
         - Aaron contacted Strong Towns, engaged on next steps
      ii) The Game of Rent – Kristen Petrilak / Jeff Pastva
         - Kristen & Jeff shared that Kelsey is interested, based in Nashville, likely best in person, financial considerations for flying Kelsey up & confirming attendance
            (a) Expenses: AIA PHL needs an outline of what would need support on paying for upcoming events or workshops & can also help land venues (Q1 of 2026 meetings will need to be offsite from design center)
               (i) Jeff Pastva has access to community space/potential venues
               (ii) Firms to have opportunity to host events
      iii) Others

iv) Goals for what our committee can do in the next year and beyond, leading up to the AIA 27 conference & what we want our city to look like from a housing perspective
    (a) Aaron has a survey to channel focus
    (b) Questions about how broad or narrow we want to focus & how to reach the most people we can
v) Events next year: 2-3 events for 2026
    (a) Henry Morris suggestion for engaging BIA for joint events, ULI, or other PHL organizations PHA

3) Next Meetings
a) December meeting
    i) One more meeting before the end of the year 12/17 9am

4) Today's Topic: Committee Planning
a) Robyn & Aaron met to establish 2026 Roadmap google document, see notes on google doc for more
b) Potential for monthly webinars and/or podcasts throughout the year with some events to capture interest
    i) Kristen Petrilak: has involvement in audio tours for architecture & will request input from Gensler on podcast resources/tips
    ii) Henry Morris: idea to reach local radio hosts – has a contact to engage about potential radio access
c) Office to Residential & Conversions tours in January as our first event
    i) Daphne brought up consideration for hard hat tours if waivers are needed
d) Next steps: create a customizable / general letter that establishes what we are doing to reach out to different people on what we are doing and trying to do and see if they are open to talking to us for speakers, organizations, and sponsors
    i) Create a schedule to put out some placeholder dates

ONGOING CONVERSATION

1) Events & Planning
e) Speaker Series (Strong support from the group)
    i) Charles Marohn – Strong Towns - https://www.strongtowns.org/
        • Aaron Bell will reach out to connect
    ii) Daniel Parolek – Missing Middle Housing; Walkable communities
    iii) Jeff Speck – Walkable City; anti single-family zoning
    iv) Angela Brooks – Philadelphia Housing director
    v) Jesse Lawrence – Philadelphia Director of Planning & Development
    vi) Dr. Bill McKinney, NKCDC – People First Housing & The Kensington Engagement Center

f) Topics of Interest
   i) The Cost of Affordable Housing
      (a) PHFA Minimum Requirements – Input from Architects
      (b) Building Code Costs
      (c) Measure the Gap
   ii) Home Ownership as a part of Affordable Housing - Generational Wealth
   iii) Zoning
      (a) Reforming City Procedures
      (b) Reforming Zoning
         (i) Reducing Parking minimums
         (ii) Density by right – less variances
         (iii) More units in neighborhoods
      (c) Land Bank & City Policies
      (d) Incentives that will help home preservation
   iv) Missing Middle Housing
   v) Affordable Housing / Attainable Housing / Workforce Housing
   vi) Residential Housing in the Navy Yard

g) Tours
   i) Topics of Interest
      (a) Partnerships and Mixed-Use Developments (Municipality, for profit & non profit)
      (b) 40-60% of homes are affordable

h) Workshops
   i) Kelsey Oesman Wilson – The game of rent - https://thegameofrent.com/
      - Jeff Pastva & Kristen Petrilak know Kelsey – they will reach out to connect with her

i) Lunch and Learns

The Philadelphia Housing Crisis
Topics for Investigation – 2026 Roadmap

Learning objectives |Thought Leader |Work sessions |Survey Questions. | Advocacy

Financing and Development

[1] Affordable Housing
Local Developer
Learn about how Affordable Housing is planned, financed, and constructed. Find successful examples of Affordable housing local and abroad that demonstrate the highest values of community, quality, and design.
Develop a pro forma for market rate vs affordable housing.
Tour an affordable housing project recently constructed.

[2] Small Scale Developers
Mike Keen – Inc Dev Alliance
Essential to the organic and gentle development growth of cities, small scale developers are more likely to provide competitively priced housing that meets a variety of needs in a local community.
Game of Rent.

The Role of Cities in Housing

[3] HOME Initiative WHYY?
Mayor's Office - Angela Brookes
Billions of investment has been directed towards providing Philadelphians with affordable housing with a multi-pronged approach to addressing problems at varying scales.
Review turn key standards, improvements at L&I, etc.

[4] The Housing Trap (WHYY possibility)
Strong Town Representative
Learn about the principals from the Strong Town movement and their understanding and approach to the affordable housing crisis.

Zoning and Code

[5] Building Code reforms

Stephen Smith – The Center for Building
Learn about the history and development of building codes in the US and their international counterparts. Understand how parts of the code can be adapted to allow for more innovated housing solutions. Learn about the potential pitfalls of code language can challenge housing production.

[6] Zoning Reforms
Jeff Spek
There has been a lot of buzz about eliminating single-family housing in favor of neighborhoods that can provide varying housing diversity, corner stores, etc in support of a 15 minute city. Learn about the differences between inclusionary and exclusionary zoning. Learn the principals of the 15 minute city and Walkable rules. Why parking mandates hinder housing development and how to offset parking demands by proving more amenities within walking distances.

[7] Philadelphia Reforms
Community Design Collaborative Chair
Learn about recent changes to Philadelphia zoning code that allows for ADUs, RTA-2 and why its important and the journey to get there.

<u>Innovative Housing Practices</u>

[8} Net zero housing
Architect from Biznow event…
Learn about the work behind innovative construction projects that uses the latest science with net-zero and carbon neutral development.
Run simulations calculating carbon offset and emissions, energy usages, and projected savings for home owners.
*COTE committee as resource

[9] Co-Housing and Baugruppen
Michael Elliason
Albustan - interested in co-housing in Philadelphia [policy impact]
Learn about different models of shared housing typologies and development.
https://www.theurbanist.org/category/environment-and-sustainability/baugruppen/

[10] Design and Construction
Eric Oskey – Moto Design
Learn about the design and construction practice behind innovative award winning work by Moto Design.

[11] Office to Residential and other Conversions
Alterra Group? Aaron Bell? Kristen Petrilak **(Franklin Tower)**
Learn about how office to residential buildings are undertaken in the city. How building and zoning codes impact conversions in Philadelphia and other municipalities differ. Tour The Battery, or Ten Penn Center, or **Three Parkway**….(kick-off in January). Happy hour afterwards. *consider waivers for hardhats, etc. for site tours. Victory Brewing - combined with a sit-down.

[12] Architect as Developer
(*could be paired with the incremental development workshop). - BIG event.
Onion Flatts (historic case studies)
The Michaels Organization - Urban Practice (a subsidiary)
Learn about the journey of going from architect to developer to self-performing work.

[13] Craft of Buildings
Austin Turrel?
Who else?
Learn about the very rare new load bearing masonry homes designed, developed, and constructed in OKC. Learn about Bulding Culture's journey and guiding principals.

Neighborhood Character

[14] Historic Districts
Paul Steinke
Learn about the role of historic preservation and its benefit to growing and investment in housing. Learn about Historic Districts in the city. Dive into the report released by the Preservation Alliance.

[15] YIMBYISM
John Geeting
Learn about local efforts to increase housing supply.
Parking requirements and the 15 minute city
Missing Middle Housing

Equitable Housing

[16] Gentrification
Economic League?

[17]

Homelessness

Greg Colburn or Clatyon Aldern - Homeless is a Housing Problem

Objective

Understand the complex system of interlated interests, rules, economy, and the many other factors impacting availability and cost and quality of housing. Our goal is to break down silos so that architects can broaden their understanding of our role in the production of housing…

https://network.aia.org/blogs/dawn-marie-terminella/2017/12/31/affordable-housing-network?CommunityKey=3934f0d4-c0c1-4600-b8a2-844131ba8365&tab=recentcommunityblogsdashboard

https://communityhub.aia.org/blogs/johanna-roche/2019/08/22/webinars?CommunityKey=3934f0d4-c0c1-4600-b8a2-844131ba8365

https://www.acsa-arch.org/conference/2025-acsa-aia-intersections-research-conference-new-housing-paradigms/conference-recap/

https://communityhub.aia.org/communities/community-home?CommunityKey=3934f0d4-c0c1-4600-b8a2-844131ba8365

Local
National
Workshops

Draft letter for soliciting speakers, orgs, etc. for each above.
Format, what we are trying to do, provide questions prior.

Need to establish AIA Housing email and drive accounts for sharing / emails.