



***La Casita-* Housing designed for Latinos: Two Southern California Cases**

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Agenda



1. Cultural Competence & Latino Housing Design

2. Case Study 1: “Tierra del Sol” (Los Angeles)

3. Case Study 2: “Living Rooms at the Border” (San Diego)

4. Findings

Latinos & Culturally Competent Housing

“The Perfect Storm”

- Demographics- Latinos are the fastest growing segment of housing consumer
- Affordability-disproportionate amount of income is spent on rent
- Housing shortage: L.A. 30%; SD 20% unit underproduction & land scarcity
- Impacts Latinos- overcrowding, disparate ownership rates, extended commuting distances

Conditions are ideal for culturally competent design...

- Non-profit developers have responded first



Culturally Competent Housing



- Cultural Competence as concept in service delivery, especially health and education
- Culturally Competent housing is responsive to divergent needs of housing consumers
- Latinos are different: larger family sizes, multi-family households, compact commuters- differences are more pronounced for immigrant generation (Myers) -> uses

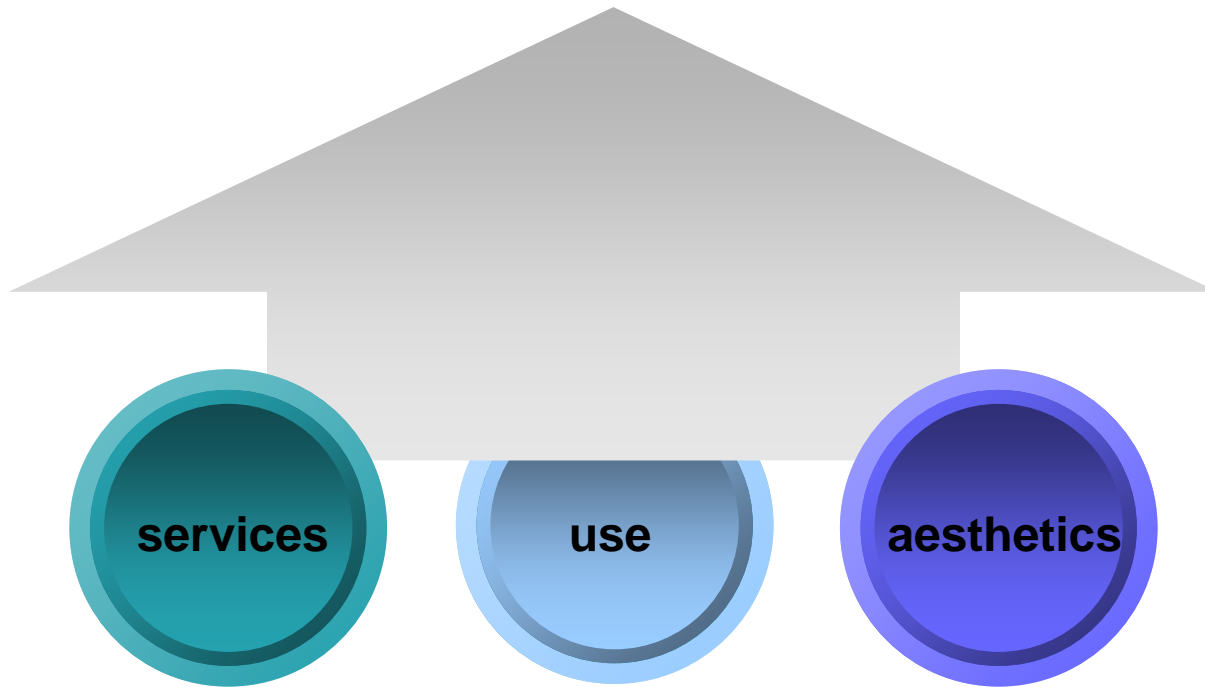
How have home builders responded to the Latino consumer?

- Latino Housing Design...



Elements of LHD

Latino Housing Design



Methods

Sources for Inquiry

- Site visits, interviews, field notes
- Literature Review
- Organizational documents/collateral, news accounts, profiles
- Began as general market analysis, found that the only examples were developed by non-profits
- Selected cases, informants





Interview Questions

Why

- Why did the developer choose to build with Latinos in mind?
- What was the motivation or catalyst?

How

- How did the developer “learn” to build culturally competent housing?
- What or who informed the process?

[so] What

- Reflections from the developer, designer, manager?
- Larger implications
- Other models, alternatives

Case Study 1

Los Angeles - “Tierra Del Sol”

- Developer-
New Economics for Women
- 119 rental housing units with
supportive services
- on-site elementary school &
community center



Case Study 1



Design centered around
service needs of families

services





Case Study 2



Design centered on neighborhood uses

- Pedestrian access
- Garden
- Loggia
- Barter housing
- Multi-generational



use



Key Findings

Why

- Non-profits know their Latino clients' needs
- Desire to break with cookie cutter MF development-more than shelter

How

Sources: observe how Latinos alter living space, experience w/Latino client pop, convene Latino focus groups, personal experiences of Latino PMs & designers

[so] What

- Non-profits as innovators
- Improve client's quality of life
- “perfect storm” the time is ripe
- Latino lifestyles fit well with NU/SG