

Signature Housing Products

Selected Applications



Providing Attainability with an Innovative Housing Type

Mews Homes™ | Daybreak, Utah



Responding to the growing demand for walkable living, Opticos Design and Holmes Homes have brought an innovative collection of Missing Middle mews housing to the Salt Lake City area.

Holmes approached Opticos with an interest in providing new housing options within reach for first-time home buyers—something the builder's portfolio of single-family homes and townhouses was not doing well. And the Utah homebuilder had an enigmatic site that could be a proving ground for innovation.



At Daybreak, Utah—a New Urbanist community lauded in the national media for its walkable neighborhood housing options—two deep lots were giving Holmes headaches. The lots were turning out to be less than ideal for traditional townhomes, with drawing-table schemes unable to avoid awkwardly situated and underutilized space at the center of the block.

Opticos responded to this dilemma with a concept for an intimate collection of Mews Homes™ that offered Holmes the chance to build the attainable housing it sought.

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As a traditional, single-family home builder, Holmes Homes was having trouble delivering entry-level housing under its established model
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Project Specifications	
Number of Mews Units	64
Lot Size	3.2 acres
Number of Unit Types	5
Unit Size Range	968 sf - 1,416 sf
Overall Density	20 du/acre
Unit Density	20-30 du/acre
Open Space	1.5 Acres
Construction Cost	\$98-\$118/sf
Sales Price	\$165-\$196/sf

The final plan maximizes the use of the deep block by facing an inner row of buildings onto a pedestrian-only, ambling mews. The mews splits the block into quadrants and promotes a sense of community, connecting to a nearby school and providing a large outdoor living room at the middle of the block.

To engage the mews, the design team flipped the conventional townhouse on its side, orienting each home's long façade to the walkway—maximizing natural light, increasing privacy, and reducing potential noise from neighbors in doing so. Each unit comes with a private yard, and flex garage spaces with mews-facing entryways can incubate small business and home offices.

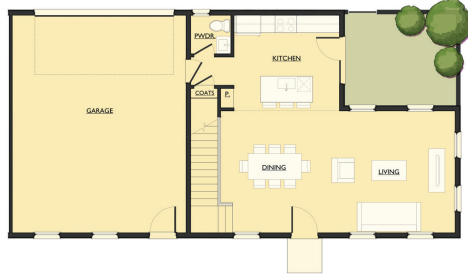
Compact footprints (26' by 26'-50') provide efficient yields. Simple forms keep material costs low, and thoughtful attention to detail makes spaces livable, with two-story living spaces and breakfast nooks on some units. Simple, elegant, easy-to-construct massing and details have allowed delivery at an affordable price. Sales of new units have been brisk.



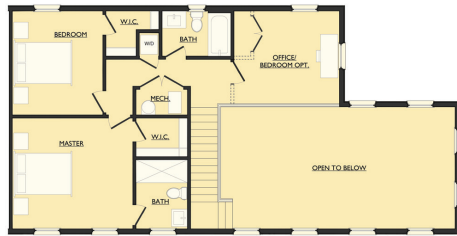
Mews A

1,416 sq ft
\$217,900

First Floor



Second Floor



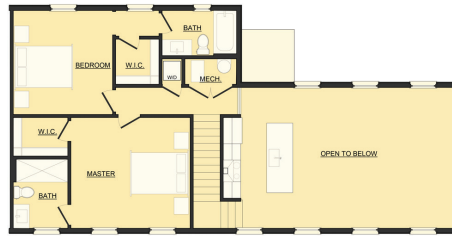
Mews B

1,244 sq ft
\$215,900

First Floor



Second Floor



Mews D

968 sq ft
\$185,900

First Floor



Second Floor



.....
Opticos worked with Holmes
to “carve out” a new type
situated around a public mews,
delivering what home buyers want:
attainability with ample public and
private amenities
.....

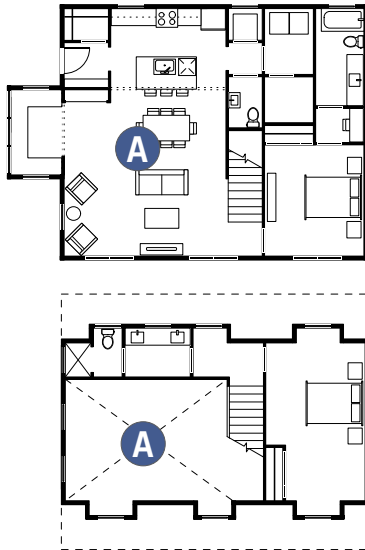


Combining High-Quality & Efficiency with *MM-Interconnect™*

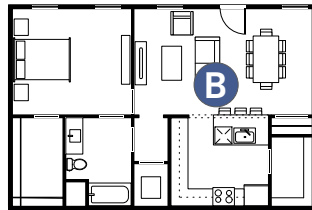
Prairie Queen | Omaha, Nebraska

The *MM-Interconnect™* system repeats unit types to allow efficient construction delivery, while units still feel custom-designed

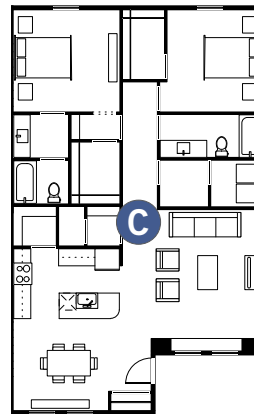
A 1,552 sq. ft.
2 bed/2.5 bath



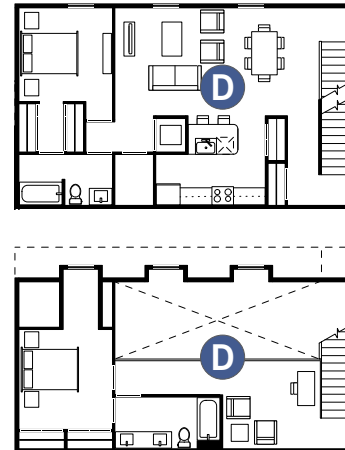
B 864 sq. ft.
1 bed/1 bath



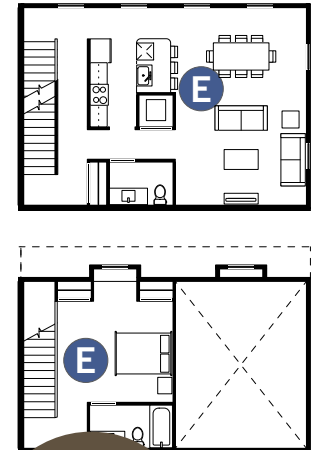
C 1,349 sq. ft.
2 bed/2 bath



D 1,447 sq. ft.
2 bed/2 bath



E 1,129 sq. ft.
1 bed/1.5 bath

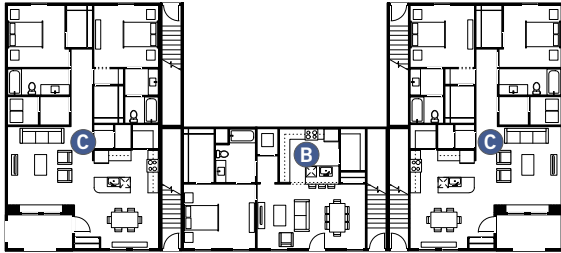


Pictured: For the Prairie Queen Missing Middle Neighborhood in Omaha, five unit types were combined to create a series of Missing Middle building types to be used throughout the project.

100%
Efficient Units

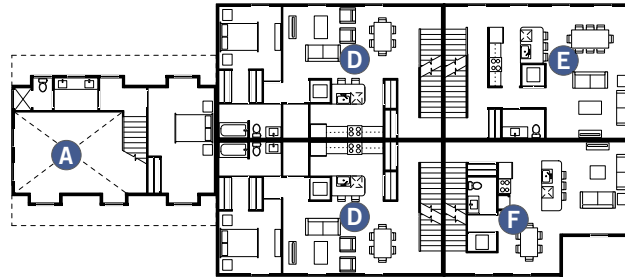
Forecourt Apartment

8 units
108' x 48'



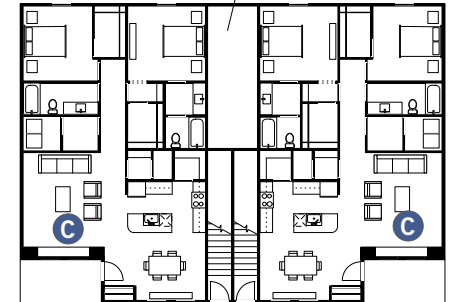
Mansion Apartment

8 units
116' x 48'



Fourplex

4 units
64' x 48'



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A maximum of eight units per building keeps the product “house scale” and highly desirable for multiple market segments, either as rental or for sale as condos

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High-Quality, Efficient Fee Simple Types

Upper Missing Middle Terrace Housing | Washington, D.C.

The JBG Companies came to Opticos with a challenge. The national developer knew there was a strong market of aging millennials who wanted urban living but also did not want to live in a conventional, large condo building. And many of these buyers could not afford a \$900,000 townhome price point—the minimum JBG was able to deliver.

Opticos responded with a modular system of Missing Middle townhouses that presented a suite of block-like units to configure across the site as market conditions and neighborhood preferences allow.

Project characteristics included:

- A large amount of private and shared private outdoor spaces
- Unit types designed on a nine-foot module so they can be interchanged
- Square plans to maximize natural light in units
- Optional ground-floor flex space that can function as small business incubator or as an ADU
- Flats are easy to add into the system as developer desires

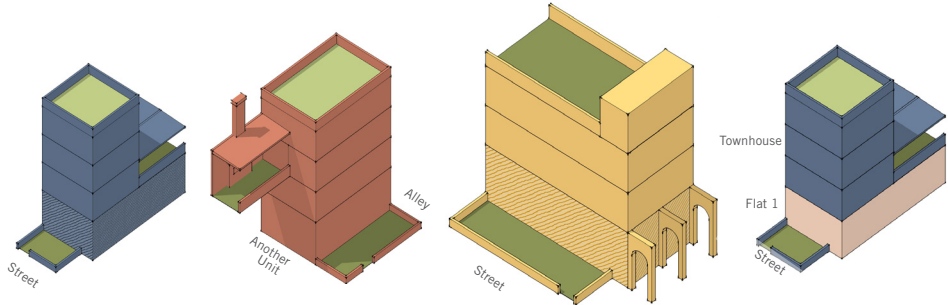
Opticos answered the need for a product between townhouse and condo with a series of fee simple building types that act as a “kit of parts.” When combined, these types can achieve densities of 37 to 48 du/acre

Type I (Small)

Type II (Medium)

Type III (Medium/Large)

Urban Alternative



Dimensions	18' x 18'	18' x 27'	18' x 36'	18' x 36'
Overall Unit Size	1,924 sq ft	1,872 sq ft	1,872 sq ft	--
Main Unit	1,332 sq ft	1,458 sq ft	1,296 sq ft	1,332 sq ft (Upper)
Ground Floor Flex	592 sq ft	414 sq ft	576 sq ft	592 sq ft (Full Unit)
Bed/Bath	3 bed/2 bath	3 bed/2 bath	2 bed/2.5 bath	--



Offering Community-Focused Courtyard Living

RiverHouse Cottage Court | Healdsburg, California



Option A: Homes on the Green

Number of Units	7
Lot Size	1.9 acres
Number of Unit Types	1
Overall Density	3.7 du/acre



Option B: Cottage Court

Number of Units	15
Lot Size	1.9 acres
Number of Unit Types	3
Overall Density	7.9 du/acre



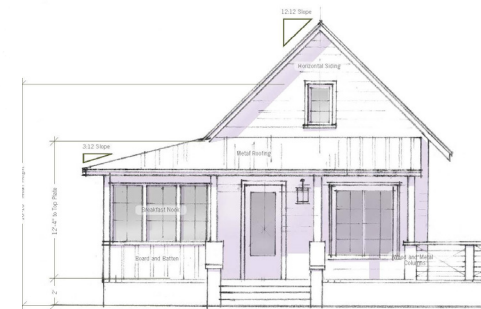
Option C: Proposed Cottage Court

Number of Units	18
Lot Size	1.9 acres
Number of Unit Types	3
Overall Density	9.5 du/acre

How do you create sensible, reasonably priced housing in a high-value place like California's Wine Country?

That was the question Jim Heid of Urban Green, a Bay Area, California neighborhood developer, had when he came to Opticos with an urban infill site nestled along the Russian River just steps from downtown Healdsburg.

As a response to Jim's dilemma, Opticos envisioned a charming set of homes made up of mix of housing types: one-story cottages, duplexes, a small mansion apartment, and accessory dwelling units. Placed intimately around a community garden, these quaint abodes add to the existing neighborhood and reflect the charming character of Old California.





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The cottage court provides housing choices
that will attract buyers, ranging from
downsizing baby boomers to millennials
looking for a strong sense of community
.....

Resort Living, Community Feeling

Tennis Villas | Carlton Landing, Oklahoma



Opticos envisioned the community as a series of interconnected, intimate courtyard spaces oriented around tennis courts and a community building

Carlton Landing is a New Urbanist resort community in the Midwest, replete with fun things to do and ways to simply get away from it all on the shores of Lake Eufala.

When the developer wanted to create a unique community, oriented around tennis courts and sitting within a larger master plan, he came to Opticos.

Project characteristics include:

- A series of small, intimate courtyard spaces embraced by and oriented to units
- Double-story porches overlooking courtyards and tennis courts
- Unit plans that provide flexible sleeping accommodations, such as bunk rooms, to accommodate large groups
- Unit plans with living spaces on upper floors

Project Specifications	
Number of Units	22 villa units
Other Buildings	1 community building
Lot Size	3.5 acres
Number of Unit Types	6
Unit Size Range	1,500 - 2,250 sf
Overall Density	6.3 du/acre





What they're saying about us:

“Opticos’ design of the Mews Homes was innovative and differentiated us from the market. It also enabled us to hit a price point near \$200,000 that we had been unable to reach with our existing product types. Dan and the Opticos team have been a great partner, and we’re excited to work with them on new, creative projects in the future!”

Spencer Holmes
Partner & Vice President
Holmes Homes

“Missing Middle Housing provides homebuilders with a practical way to address changing market and demographic trends—diversifying their portfolios and investing in communities in the process.”

Amy Albert
Editor-in-Chief, *Professional Builder*



In 2007, Opticos became a founding B Corporation, establishing a triple bottom line of social, economic, and environmental responsibility.



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