

A place to  
call HOME.



## eNewsletter

"Our mission is to support and develop affordable housing as a foundation upon which individuals, families and neighborhoods can build vital communities."

August 2010

[communityframeworks.org](http://communityframeworks.org)

Issue Six

### Program Links

[HomeStarts](#)

[Development](#)

[Services](#)

[SHOP](#)

### Upcoming Events:

#### Education Classes

August 19

6 - 8 p.m.

Financial Fitness

August 24 and 26

6 - 7:30 p.m.

#### Informational Meetings

August 16

6 p.m.

At Spokane offices

[More information on classes and meetings](#)

## Community Frameworks Breaks Ground on Appleyway Court I

Rockwood Retirement Communities celebrated the groundbreaking of their newest senior housing project, Appleyway Court I, with a ceremony focused on "green" building practices. The event highlighted numerous energy efficient upgrades incorporated into the new 38-unit low-income senior living community. These sustainable elements include solar panels, energy star appliances and continuous ventilation with heat recovery.



The new facility, located on the corner of Appleyway and Farr Road in the city of Spokane Valley, will meet 2.2 percent of the low-income senior housing need in the area. The project was developed by the Community Frameworks (CF) Development Services team.

The \$6.7 million dollar facility was funded in part by The Washington State Housing Trust Fund, Spokane County HOME and owner equity.

Through the program, qualifying seniors will pay 30% of their income for housing. Any rent balances that residents cannot pay will be subsidized. Additional benefits of living at Appleyway include a meal plan and easy access to nearby retail and commercial centers, public transportation and medical facilities.

The project began in August 2007, when CF and Rockwood Retirement Communities began predevelopment feasibility analysis. Three years later construction has finally begun. The project is scheduled to be complete in March 2011.

Appleyway Court is Rockwood Retirement Communities' third senior housing complex in the Spokane area and the first for low-income seniors. Rockwood management is enthusiastic about the project and is already planning Appleyway Court Phase II, which would feature 32 additional low-income senior housing units adjacent to Appleyway Court I.

**Top Right:** The apple tree of sustainability. "Green" building features of the Appleyway Court design were described, symbolized and placed on an apple tree during the groundbreaking ceremony to signify the sustainable features incorporated into the design. The apple tree will eventually be planted on the property.

**Middle Right:** The group who made it all happen, including Community Frameworks, Rockwood Retirement Communities, Spokane Valley Government, Housing and Urban Development and Zeck Butler Architects.

**Bottom Right:** Appleyway Court under construction



## Community Frameworks' Development Activities

### A Project Status Update



#### Lincoln Terrace

Walla Walla, Wash.

Housing for Homeless Families  
Construction complete.  
To be occupied: Sept. 2010



#### Takoda Park

Cheney, Wash.

First-time homeownership.  
Construction of three pre-purchased homes.  
Estimated complete: Sept. 2010



#### Appleyway Court I

Spokane Valley, Wash.

Low-income Senior Housing  
Under construction. Infrastructure complete, framing underway.  
Estimated complete: Feb. 2011



#### Valley Pointe

Spokane Valley, Wash.

First-time Homeownership  
Infrastructure developed.  
Homes available for homebuyers.



#### Northwest Estates II

Moses Lake, Wash.

Housing for developmentally or physically disabled people  
Under construction.  
Estimated complete: March 2011



#### Lakeview Family Apartments

Roberts, Idaho

Farmworker Housing and Community Building  
Construction complete,  
Grand opening: Summer 2010

# DoYouHaveOneSpokane.com

Saw the billboards? Heard the commercials? Learn about our Mystery Campaign on Page 2!

Everyone should have the opportunity to live in a safe, quality and affordable home.

To learn more visit [www.communityframeworks.org](http://www.communityframeworks.org), become our fan on [Facebook](#) or follow us on [Twitter](#)



Department of Commerce  
Innovation is in our nature.

To remove your name from our mailing list, please reply to this email "Please Remove Me From List."

Questions or Comments? Email: [kellym@communityframeworks.org](mailto:kellym@communityframeworks.org) or call 509-484-6733. [Archived Newsletters](#)

### Our Locations

Spokane Office:

315 W Mission Ave  
Suite 100

509-484-6733

Bremerton Office:

409 Pacific Avenue  
Suite 303

360-377-7738

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## DO YOU HAVE ONE? DO YOU WANT ONE?

### Mystery Campaign Drives Interest in First-time Homeownership

To drive interest and boost awareness of Community Frameworks' first-time homeownership program, Community Frameworks embarked on a bold marketing strategy—a mystery campaign.

The campaign, called "Do You Have One?" used billboards, radio and television advertisements, flash mobs and website posts with an encrypted message: "Do You Have One? Do You Want One?" without identifying the advertiser or program.

The goal of the campaign was to build interest and drive website traffic to the DoYouHaveOneSpokane.com website. The website featured clues to decode the mystery message and included a date to check back for answers.

After building suspense for five weeks, Community Frameworks revealed their identity with new advertisements and billboards, encouraging participation in the first-time homebuyer program. The message changed to "Do you have 20% down? Do you have a home? Do you have homebuyer education? Community Frameworks does!" The campaign created a noticeable buzz in the community and resulted in increased awareness of Community Frameworks as an organization. To see video and photos from the campaign, visit [DoYouHaveOneSpokane.com](http://DoYouHaveOneSpokane.com)



## Spring Construction Kick-Off at Takoda Park



In celebration of the "Do You Have One?" advertising campaign, Community Frameworks hosted a Spring Construction Kick-Off News Conference at Takoda Park homeownership community in Spokane's West Plains. Unfortunately, the rain kept many away. Thanks to USDA, County Commissioner Bonnie Mager, Maria Cantwell representatives and homeowners for supporting our event!

View video of the event [here](#).

Read the Spokesman Review article [here](#).

## Rockwell Apartments Beautification Project

Thanks to all our staff, residents and volunteers who helped beautify the Rockwell Apartments in the city of Spokane Valley for NeighborWorks® Week 2010.

Fifteen people joined together to plant shrubs, flowers and spread bark to spruce up the affordable apartment complex owned by Community Frameworks. Thanks for all the help team! Rockwell is now an even better place to call home. View more pictures [here](#).



## Thanks to Wells Fargo for the financial support!

Community Frameworks would like to acknowledge Wells Fargo for their generous financial support.

- ◆ Wells Fargo Seattle Social Responsibility Group gave \$3,500 to support the SHOP Sustainability and Growth Initiative for Homeownership Programs.
- ◆ Wells Fargo Foundation on behalf of Wells Fargo Mortgage pledged \$2,500 towards the continuation of free homebuyer education classes to the public.
- ◆ Wells Fargo Boise awarded \$5,000 to support Community Frameworks programs and services and an additional \$5,000 match.

Sponsor donations enable Community Frameworks to continue building affordable housing solutions for the Northwest. Thanks for the continued support!



## Community Frameworks is now on Twitter!

Follow Community Frameworks on Twitter for short timely updates about happenings, events and affordable housing news. Visit us here: [Twitter.com/ComFrameHousing](http://Twitter.com/ComFrameHousing)



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