



CASE STUDY

INOVA
RENO, NV**CATEGORY:** Mixed-Income
BUILDING TYPE: Breezeway**UNITS:** 584
CLUBHOUSE: 10,000 sf

Located at the southern end of the Reno-Tahoe basin and adjacent to The Summit, a new retail and entertainment destination, is INOVA. This 26.37-acre hybrid-housing community consists of 31 two- and three-story buildings featuring a total of 584 units, 117 of which are allocated as workforce housing for tenants who make 50 percent or less of the median income in Reno.

This is a crucial component of the property as rising rents and a limited supply of housing have negatively impacted housing affordability. INOVA is the first Nevada project in two decades that allows low-income households to rent a luxury-style apartment in an attractive, new neighborhood with access to transportation and outdoor activities.

Residents typically hit hardest by increasing housing costs include families, seniors, and veterans, especially as more companies such as Apple, Tesla, Switch, and Rackspace enter Northern Nevada. There will be even more pressure to meet housing demand, and thus the attention on Reno will only continue to grow.





CHALLENGES

HPA Design Group is proud to have completed the interior design, detailing, and furnishings for INOVA in the "Biggest Little City in the World." This contemporary development with thoughtfully curated amenity spaces is located 20 minutes south of the Reno-Sparks market.

In the beginning, the design team conducted extensive furniture studies to create an ideal space plan. The biggest challenge was the limited square footage allotted in shared amenity spaces - specifically the community room and lounge - and how the client wanted them to flow. Modular furniture that can quickly be moved around the room provided flexibility and addressed all of the client's spatial concerns.

"We had a lot of fun working with our custom furniture vendors to create beautifully handcrafted modular units that consist of natural, organic shapes. They fit together perfectly to accommodate large groupings but could also be pulled apart for individual use," recalled Melissa Guster, Project Manager at the Costa Mesa, Calif. office.

The community room includes a long sectional that mimics flowing water in a rich blue velvet textured fabric, divided into five interlocking segments. The lounge also has several organic shapes of various sizes that provide comfort for all. In the center of the room, a sizeable five-foot diameter round velvet banquette comes complete with power outlets so residents can charge their personal devices and stay connected. Accent wood tables are also scattered throughout the clubhouse to resemble tree trunks.

SOLUTIONS

The client and design team wanted to capitalize on the vibrant local community while ensuring the entire property was cohesive with its surroundings. Extensive research on demographics, natural yet durable finishes, and local entertainment, art, culture, and events molded the design concept.

"Not only does Reno offer gorgeous scenic views, but the city also hosts several artistic and eclectic festivals. Burning Man was a major influence on several design elements as well as some of the art and accessories as it infused a strong sense of culture, creativity, and originality into the community," notes Guster.

Additionally, the color palette was strategically selected to highlight Nevada's breathtaking natural landscapes, with each color representing the dynamic terrain. Rich blues signify the majesty of Lake Tahoe while warm beige tones symbolize the extraordinary Desert Mountains interwoven with dark woods, neutral gray tones, natural stone, subtle hints of green with various plant life and greenery, as well as pops of bright sunny yellow in the art and accessories.

Overall, the highly-talented and visionary design team successfully collaborated to create unique and forward-thinking styling for the 10,000 square foot amenity spaces, model units, and corridors. The interior design, detailing, and furnishings work

