

POWER PLAYERS

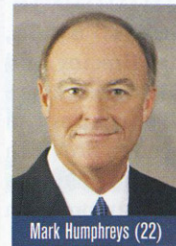
ABSOLUTE POWER

Meet the 30 most influential men and women in the multifamily industry.

From one perspective, the multifamily industry is huge and decentralized. More than 16 million apartments sprawl across the country, with big players controlling hundreds of thousands of units and tiny firms managing just a building or two. But if you go to a multifamily trade show, you'll sense the feeling of community in the

industry. Executives from apartment and condo companies large and small mingle like old friends with their colleagues, bankers, institutional investors, technology providers, and association leaders. They greet each other in the hallway or at a cocktail reception, sit down at a small table, and quickly start doing business.

22 **MARK HUMPHREYS,** founder and CEO, Humphreys & Partners Architects. Ask prominent multifamily builders to name their "go-to architect," and the name Mark Humphreys comes up again and again. The Dallas-based firm is described



Mark Humphreys (22)

as "fast, flexible, and easy-to-work with," whether the project is an apartment tower, lofts above retail, or a mid-rise that wraps around parking. Described as a consummate marketer, Humphreys pioneered the "Big House"—mansion-like structures that yield high rents and calm the NIMBY set. That creative spirit also extends to high-rise buildings, where Humphrey has introduced such concepts as the "home-rise," where elevators open to a small cluster of units rather than a long hallway. Developers praise Humphreys' architects for creating large structures that appear less imposing on the outside and more livable on the inside, while blending well with the surrounding neighborhood.

By Lawrence D. Maloney and Les Shaver

REAL-LIFE LESSONS

An architect mulls how to build a hurricane-proof high-rise.

The devastation that Hurricanes Katrina, Rita, and Wilma brought to the shores of the United States is forcing some design professionals and developers to stop and think about ways to make their residential high-rises "hurricane proof." "The emotion of what's happened to some of these people is what's driving us," says Mark Humphreys, CEO of Dallas-based Humphreys & Partners Architects, adding that hurricane-resistant buildings will be more attractive to buyers.

Two of Humphrey's condominium towers in Gulfport, Miss., survived Katrina with minimal damage, Humphreys says. The 14-story buildings, dubbed Legacy, were built over code, he says, meaning that they were designed to stand up to 150 mph winds. Still, Humphreys' Orlando office is working to improve the design.

The key to withstanding Category 4 and 5 storms, Humphreys says, is smarter site planning and better materials. Specifically, buildings near the coast need to be raised at least 25 feet above sea level to get out of

the way of a hurricane's storm surge. "The storm surge is the number one hazard, so we are raising finished floor levels and raising grades to the building," he explains.

Moreover, Humphreys' new projects feature artificial sand dunes in front of the towers. "The sand dunes can break the wave before it hits the building," he notes. Additionally, the building must be built of strong exterior material such as pre-cast concrete and include windows systems that need to be a level or two above code. Within the building, Humphreys has suggested creating a "hurricane room," which is a common area similar to a tornado shelter.

Humphreys also recommends that owners invest in a large generator that is located on the property so residents will have power in the event of a large or particularly lengthy storm.

"All the pain that people are feeling—we can make a difference because we have the ability to building structures that can withstand hurricane-force winds," Humphreys says.



Legacy

TRENDY TOWERS

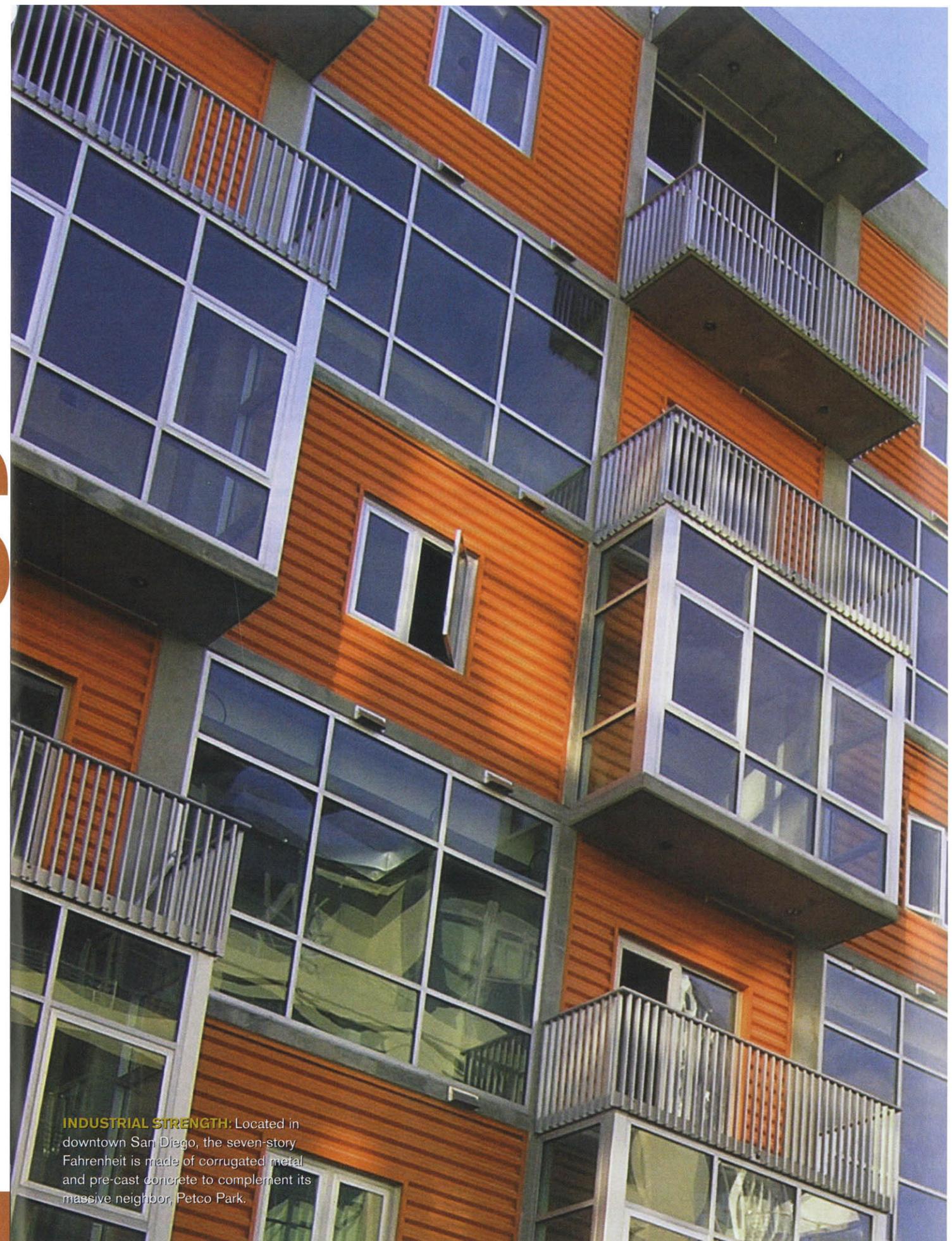
Modern shapes and mixed materials define mid- and high-rise design.

High-rise living is increasingly attractive to young professionals and empty nesters, and residential towers are popping up all over the United States. Developers are designing their projects to appeal to these residents, who prefer buildings that offer edgy, contemporary architecture

and unique amenities.

“Young professionals and empty nesters are choosing homes that let people know they’re young and trendy,” says Mark Humphreys, CEO of Humphreys & Partners Architects, a Dallas-based firm that is working on about \$2.5 billion worth of multifamily development.

By Jennifer Popovec



INDUSTRIAL STRENGTH: Located in downtown San Diego, the seven-story Fahrenheit is made of corrugated metal and pre-cast concrete to complement its massive neighbor, Petco Park.