



CASE STUDY

THE STANDARD AT GAINESVILLE

Luxury Off-Campus High Rise near the University of Florida.

PROJECT OVERVIEW

LOCATION

Gainesville, Florida

COMPLETED

Fall 2017

TYPE

Podium

SIZE

10 Stories
433 Units/1200 Beds
9-story Hotel with 144 Keys
4.4 acres total
22 different floor plans
392 – 2341 sf Units
Retail: 63,061 sf

DENSITY

67.9 du/acre

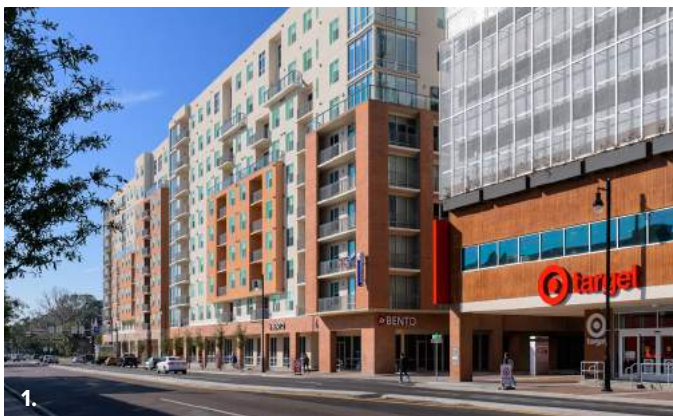
CHALLENGE

The Standard at Gainesville is the gold-star standard for ultramodern student housing featuring a thriving mixed-use component -- and a strong testament to why Humphreys & Partners is called the “developer’s architect.” More than just a vibrant hybrid of student housing, retail and hotel space, The Standard is emblematic of HPA’s enthusiastic approach to collaborating with clients in creating one-of-a-kind designs that lead to increased returns year after year. Having designed student living communities with over 150,000 beds across the US, our firm is an expert at working alongside developers to solve the unique challenges common to student housing design. With students arriving for classes in August, we had to align the design with a stringent project deadline that had to be completed before the fall-time leasing boom.

Our client’s goal was to build a collegiate-focused community that exceeded the student housing standard by offering everything a student could desire. That meant coming up with a design that made the most of the proximity to campus, synthesized mixed-use restaurant and retail components and contained multiple communal spaces filled with high-end amenities. Plus, this amenities-packed student-focused design needed to be feasible for a strict construction time frame. We exceeded expectations: The Standard finished construction ahead of schedule and was 100% pre-leased 7 months before doors opened. Offering an unparalleled live/learn atmosphere, The Standard is now the premier luxury student housing community in Gainesville for on-the-go students with discriminating tastes.

Architecture is about experience — and The Standard is a student housing experience unlike any other. Luxury, utility and community are the core of our design.

GREG FAULKNER, PRESIDENT



SOLUTION

Located on the corner of W University Avenue and NW 13th Street across the street from the University of Florida, The Standard at Gainesville contains 1,200 beds and an enclosed parking deck. A significant inclusion in the layout is its four, five and six bedroom units – a highly demanded product type in student housing. One of the most noteworthy aspects of The Standard’s design is the on-site hospitality component; a 144-key AC Hotel by Marriott occupies the western portion of this upscale mixed-use community. With its prime location and sizable onsite consumer base, retail tenants including Target, Chick-fil-A, Chase Bank and Miami Grill were eager to sign on to the 60,000 square-feet of commercial space.

Luxury amenities for all residents include an arcade and game room, a main swimming pool, racquetball court, internet café and extensive fitness facilities. A major selling point for residents are the 54 VIP units offered. These lavish units boast upgraded amenities such as an in-unit pool table, large dining table, 55” smart TVs for the common area and bedrooms, private rooftop patios and access to an exclusive VIP-only amenity area. The VIP features are the pinnacle of high-end student living offering a rooftop pool with an unmatched panoramic view of Gainesville, jumbotron TV, resort-style cabanas, study lounges and state-of-the-art computer lab. HPA’s partner company, Humphreys & Partners Landscape Architecture, planned the street-level and rooftop spaces to enhance the casual but refined atmosphere.

KEY HIGHLIGHTS

HPA’s design methodology is about more than just cultivating community through innovation – it is working alongside clients to create designs that work for them and future residents. The Standard is the epitome of contemporary student housing-design: dynamic communal spaces, sophisticated retail and hospitality mixed-use components brought to life via a strong designer-client relationship. Through efficient space planning and superb mixed-use design, The Standard promises to bring a robust return on investment for developers and an unequalled student housing experience for its young residents for many years to come.

ABOUT HUMPHREYS & PARTNERS

For over 25 years, Humphreys & Partners Architects (HPA) has been providing high quality, innovative planning and design services. As an award-winning firm specializing in multifamily, mixed-use and hospitality/resort design, HPA has extensive experience in high-rise, mid-rise, student, senior, tax credit, affordable, moderate and luxury communities with offices across the nation and abroad.



1. The Standard’s mixed-use component provides pedestrian connection and strong neighborhood character.
2. The VIP rooftop pool has cabanas, fire pits with cozy seating and an outdoor movie screen.
3. VIP lounge designed for comfortable collaboration.
4. The complete site plan includes two residential buildings, multiple interior courtyards and an AC Hotel by Marriott.