



extreme room makeover 2014



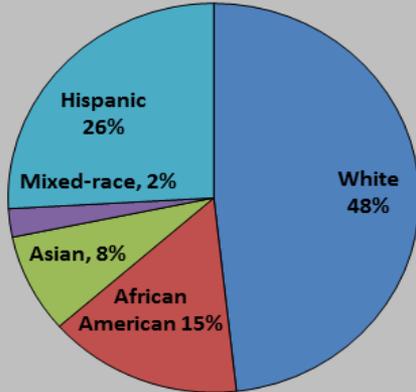
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The Chicago Community Land Trust (CCLT) works to provide and sustain quality, affordable homeownership opportunities and a community of support for working families and individuals in Chicago and to preserve these opportunities for future generations.



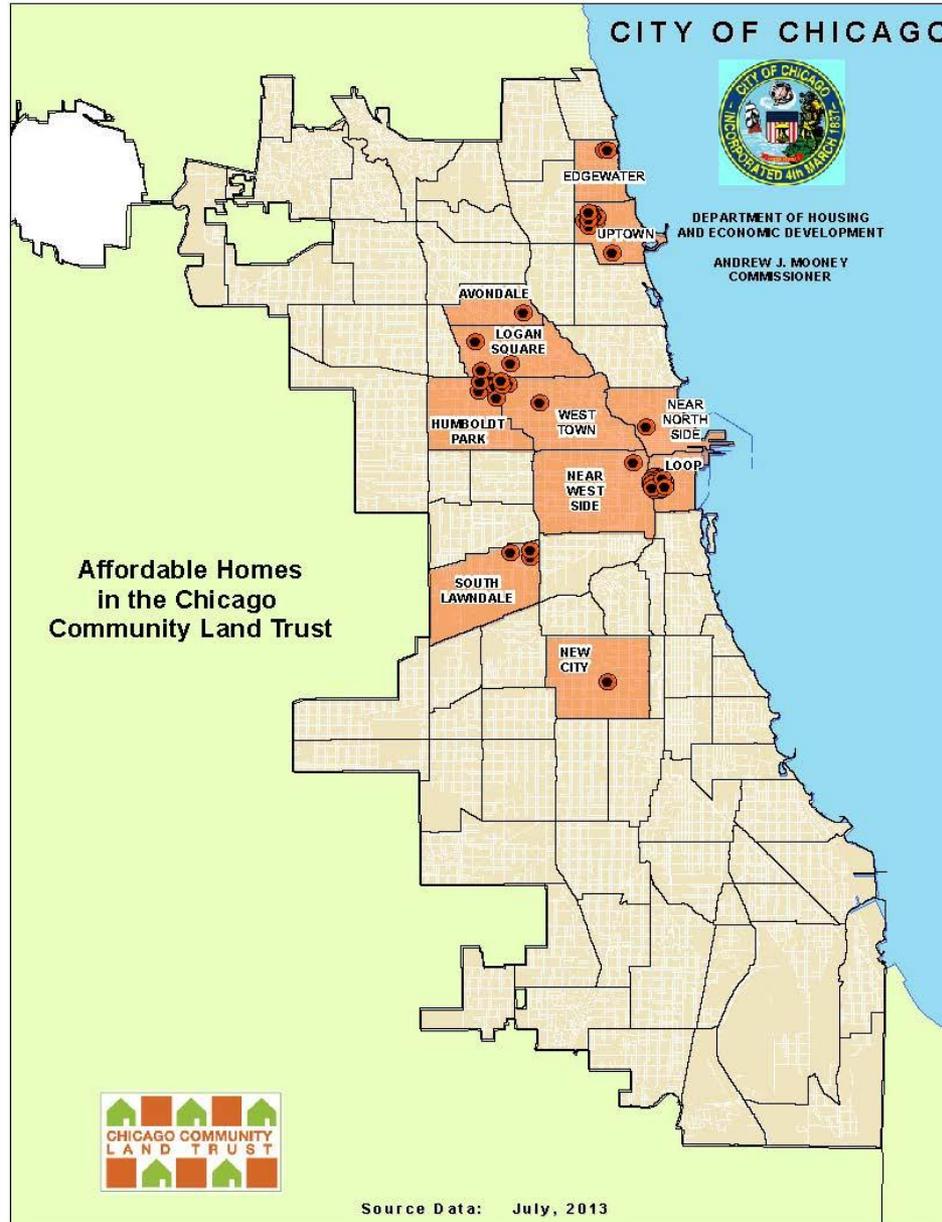
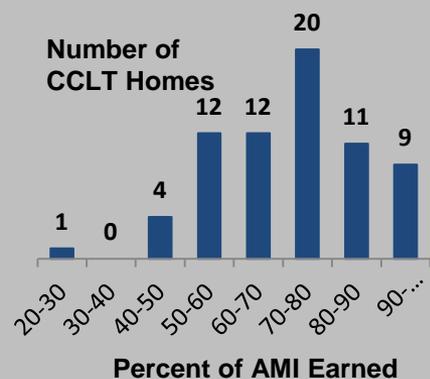
Snapshot: Chicago Community Land Trust

CCLT Homeowners



| | |
|-----------------------|----------|
| Average Annual Income | \$41,796 |
| Average AMI | 72% |

CCLT Household Income



The Average CCLT Home

| | |
|-----------------------------|---------------------------------|
| Market value | \$236,811 |
| Write-down | \$69,852 |
| Subsidy | \$22,109 |
| Subsidized purchase price | \$141,939 (40% below market) |
| Interest rate | 4.83% |
| Square footage of unit | 1005 |
| Annual property tax savings | \$1,723 (44% below market) |

CCLT Portfolio

| | |
|---------------------------------|--------------|
| Total CCLT Units | 70 |
| Total Market Value of Portfolio | \$16,313,160 |
| Total Affordable Price Paid | \$11,498,172 |
| Total Savings to Homeowners | \$4,814,988 |

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The Extreme Room Makeover – one of our favorite events – invites homeowners to apply to have one room in their homes made over by a professional designer (Ray Trujillo – who also happens to be a CCLT homeowner!) with a \$500 Budget.

Why do we do it?

- A loved home is a cared-for home – and a cared-for home lasts longer!
- Educate homeowners on budget-friendly updates
- Build relationships with homeowners and community partners
- Generate interest in and publicity for the CCLT
- It's fun!



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CCLT Board Member Rob McGhee welcomed everyone to the event, and thanked the Board members, staff, judges, and sponsors who had helped make the Extreme Room Makeover possible!

Sponsors included:

US Bank



Home Depot; and



CB2

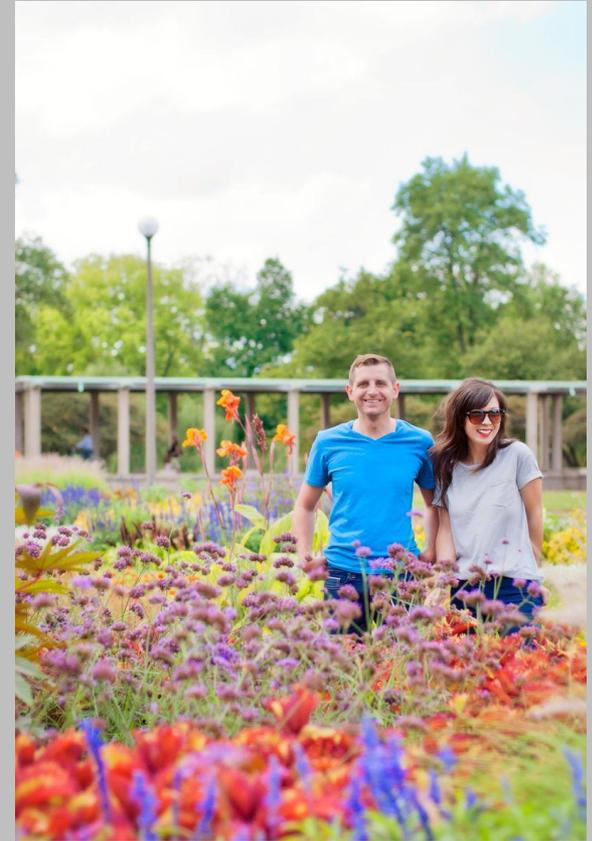


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Several of the ten judges joined us, including Kim and Scott Vargo of the popular Chicago-based blog, yellowbrickhome.com

Our other wonderful judges:

- Oralia Abeja, former winner
- Eva Brown, US Bank
- Alderman Burnett, 27th ward
- Pam Gecan and Rosanna Marquez, CCLT Board members
- Eunissa Ramirez, Harrington School of Design
- Ed Shepard, Designer with Mitchell Gold + Bob Williams (and the evening's guest speaker)
- Ray Trujillo, (the designer)
- Kate Yager, Mayor's Office



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A highlight of the evening was the keynote from Ed Shepard, a designer with Mitchell Gold + Bob Williams, who also volunteered his time as an Extreme Room Makeover judge. Mr. Shepard spoke inspiringly of his early career in Harlem, where good design proved its power to elevate the lives of everyone it touched – including people living in affordable housing.



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Mr. Shepard also reflected on his experience as a judge in the Extreme Room Makeover, noting that the applications were very simple and concise, but contained everything you need to start creating a beautiful home: a basic floor plan and a description of the



vision you have for your home (or the things you'd like to fix!).

Once you have those things figured out, all you need is a little inspiration – or maybe a little professional help! This help can come in the form of a designer – or a consultant at a furniture/home finishings store: it doesn't need to be expensive.



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Next up: we introduced our talented – and volunteer! – designers, Ray Trujillo and Heriberto Ruiz!

Ray and Heriberto had \$500 and just over 1 month to remake the room: they finished with 3 days and 25 cents to spare!



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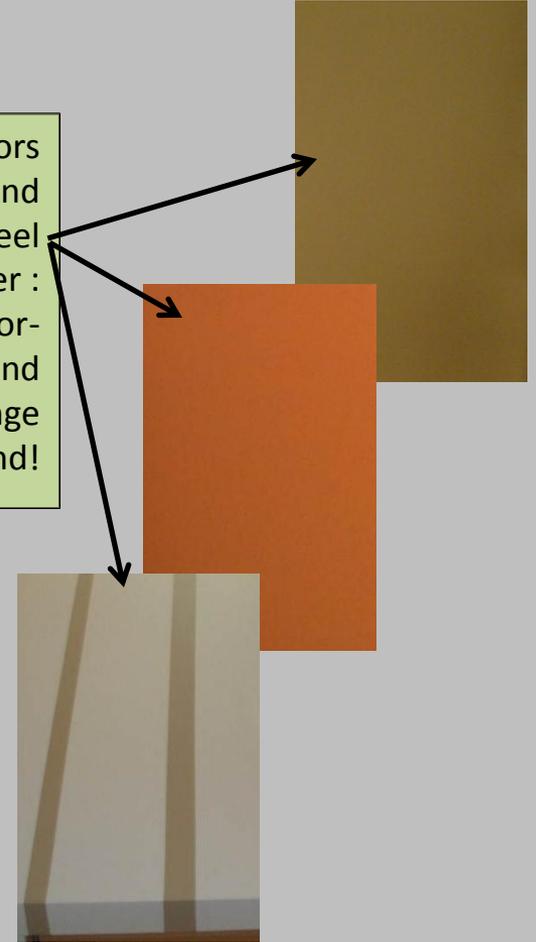
In remaking the room, Ray & Heriberto did many things that we can all learn from:

1. They used bold – but complementary – colors to liven and brighten up the space, without overwhelming it.



These accent chairs, found on Craigslist for \$60 for two chairs, formed the basis for the color palette.

Custom paint colors completed the look and made the room feel bigger and brighter : and paint, while labor-intensive, is cheap and easy to fix if you change your mind!



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2 . They used complementary textiles – including pillows a reupholstered leather cocktail ottoman (found on craigslist for \$20!) – to warm up the space. Heriberto suggested that if you don't know how to sew, find a “sewing buddy” (or use youtube!) to help you achieve the looks you want for less.

Heri demonstrated the “boxed pillow” shape – which is less likely to slide off a leather couch than the tiny throw pillows most people throw on the floor rather than actually use!



Throw pillows, and the reupholstered ottoman!



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3. They let the sunshine in!



New floor-to-ceiling white sheers let more light in – but the draping mean that it is still impossible to see in from the outside.

Extending the curtains around the bay window also creates the illusion of a larger space.



Two new mirrors reflect more light and make the space feel bigger.



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4 . They re-envisioned and repurposed things the homeowner already owned.

Existing photographs and frames were preserved – but given new life with a carefully asymmetrical symmetry (notice they form a square?)



Photo mattes turn photos into artwork, and the negative space draws the viewers attention to meaningful photos



A bakers rack became a bar!



This table – formerly in the bay window – was placed adjacent to the front door to serve as a “landing strip” for keys and mail !



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5 . They used a little elbow grease.

Ray stripped 5 layers of paint from this sideboard (purchased, you guessed it, from craigslist) and repainted it.

New door pulls purchased from World Market and Anthropologie complete the look.



Many people listed this piece – which also provides storage for dog clothes and other items – as their favorite element of the room.



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6 . They weren't afraid to insert some personality into the space.



The family dog, Coco, “runs the house” – so Ray and Heri built her her own little house!

They used PVC piping to build the frame, and sewed the covering – and the feather pillow cover! – with complementing fabrics.



A graduated accent wall, created using painters tape, a ruler, and a little bit of paint, creates some whimsy (and mimics the fabric in the dog house!), and appears to deepen the room. Note that the stripes carry around the corners of the wall. So fancy (yet easy!)



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7 . They are awesome.

Ray and Heriberto spent hours scouring craigslist, thrift stores, and fabric stores – and countless more measuring, designing, sewing, and painting – to create this inspired space for a beautiful family.

Thank you Ray and Heri! We are all inspired by you!



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Here are a few before and after shots:



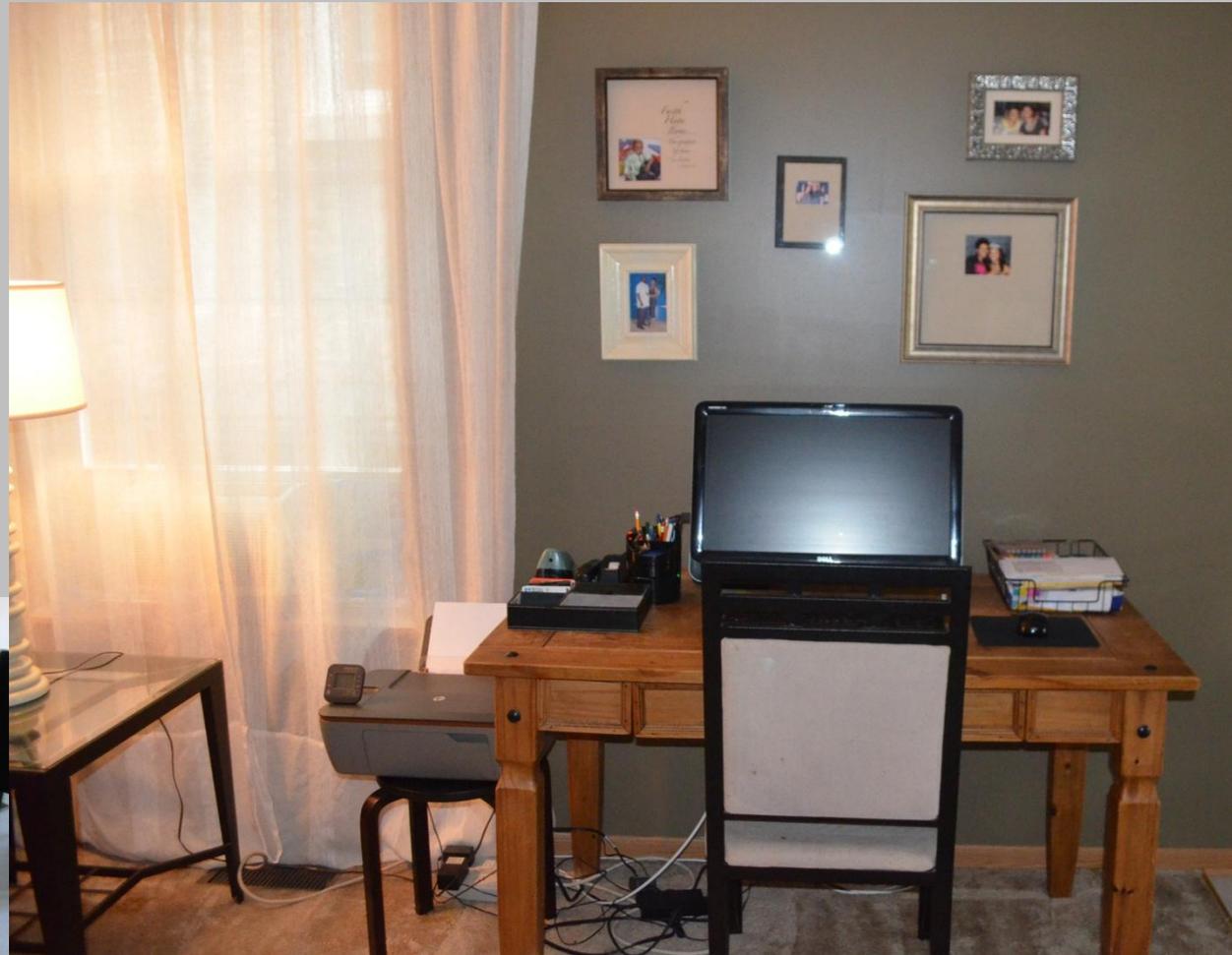
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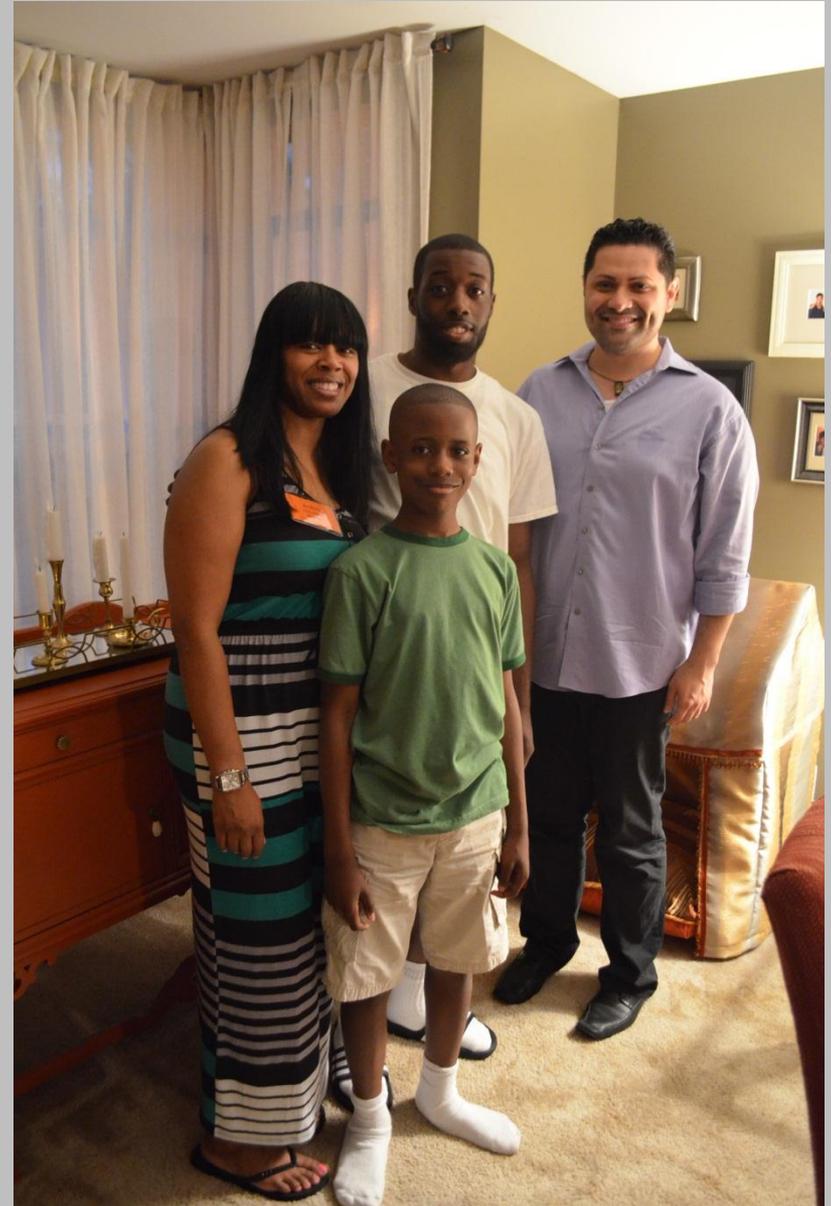
And some photos of our lovely attendees!



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Thanks to all who participated – we had a wonderful time!

