

PANORAMIC
INTERESTS

Creators of CITYSPACES®

California Housing: Denser, Smaller, Smarter

An Infill Developer Versus the Forces of No Urban Ecologist

AN INFILL DEVELOPER VERSUS THE FORCES OF NO

BY PATRICK KENNEDY

Many cities now recognize the value of promoting dense, mixed-use, infill development to enliven their downtowns, to provide affordable housing, and to improve transit ridership. But obstacles to such projects abound, among them reluctant construction lenders, skeptical mortgage financiers, and complicated building code requirements.

One of the biggest hurdles I've encountered as a developer of mixed use infill projects in Berkeley, California is the project approvals process, which invariably involves complying with the city's zoning ordinance. Many cities have ordinances that thwart the very kinds of developments they desire. In my experience, there are three particular areas of local zoning law that are most often used by city staff, opposition groups, and others to kill worthy projects.

DENSITY — The issue of density is one of the biggest sources of resistance to infill projects and the most misunderstood. The problem in many downtowns and city thoroughfares is the absence of people and their purposeful activity, not an excess of them. Samuel Johnson once wrote, "Men, thinly scattered make a shift, but a bad shift, without many things. It is being concentration that produces convenience."

The empty lots and vacant storefronts that stretch along Berkeley's University Avenue, the once proud gateway to my city, attest to the need for more density. Yet many projects are challenged on this ground alone, with the unsupported claim that more people would be detrimental to the area. In Berkeley, any "detriment" may be grounds for denial of a project, and "detriment" is often broadly defined, since no definition is given in the ordinance itself.

On one mixed use project I recently proposed on a vacant commercial lot abutting a residential neighborhood, a protester announced that "even one more person in this neighborhood or on this street would be detrimental."

The Zoning Board disagreed, recognizing that the

Few seem aware that infill development in mature,

Panoramic has been doing high density infill development since 1990

financially impossible, since few residential developments, particularly affordable or mixed use ones, can afford to build the underground parking garages necessary to accommodate them. The irony, of course, is that many people living in centrally located infill sites don't even need a parking space, and certainly don't want to have to pay for one they are not going to use.

OPEN SPACE — Another particularly troublesome requirement is open space, which, as Jane Jacobs writes in *The Death and Life of Great American Cities* (see sidebar), enjoys the slavish devotion of many city planners. Many city ordinances mirror this devotion, and make infill development all the more difficult, if not impossible. For example, the open space needed under the ordinance for a four story, infill project in downtown Berkeley that I recently considered is greater than the actual size of the lot. And the lot is across the street from U.C. Berkeley, a place with acres of open space. Another example of the perversity of the city's ordinance is that an entry front porch — where people naturally gravitate — cannot be considered open space, but a sideyard — with no direct access to a dwelling and only space enough for a garbage can and a lawnmower (10-foot-wide minimum) — can.



Kennedy's mixed-use Shattuck Avenue Lofts.

"In orthodox city planning, neighborhood open spaces are venerated in an amazingly uncritical fashion, much as savages venerate magical fetishes. Ask a houser how his planned neighborhood improves on the old city and he will cite, as a self evident virtue, More Open Space. Ask a zoner about the improvements in progressive codes and he will cite, again as a self evident virtue, their incentives toward leaving More Open Space. Walk with a planner through a dispirited neighborhood and though it be already scabby with deserted parks and tired landscaping from open

1995 NUMBER 2

URBANEKOLOGIST

Berkeley Pepper Spray Times, October 1, 1994



Pepper Spray Times
10-94

man (A) and developer (B).



The Berkeleyan – 1st private rental housing, downtown, by private developer since WW II

“...a monstrous, Stalinist-style monument to civic corruption.”

Berkeley Daily Planet, August 15, 2001



Innovative Infill Development

2116 Allston Way, Suite One • Berkeley, CA 94704



Bachenheimer Building



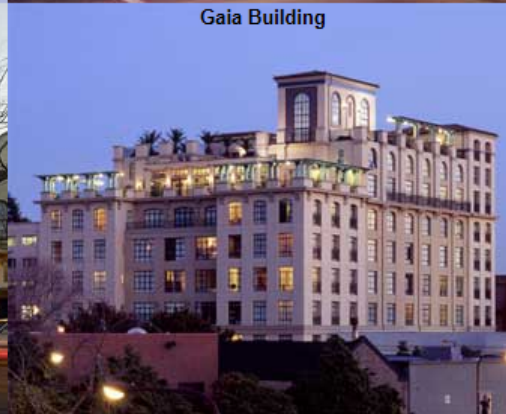
Fine Arts Building



Touriel Building



2130 Center Street



Gaia Building

*Possibilities to add convenience,
intensity and cheer in cities...
are limitless.*

-- Jane Jacobs

*The Death and Life of Great American Cities
(1961)*

*More than any other
human artifacts, buildings
improve with time -
if they are allowed to.*

-- Stewart Brand

*How Buildings Learn
(1994)*



SmartSpace® SoMa



Berkeleyan Apartments

Acton Courtyard



ARTech Building



University Lofts



Shattuck Lofts



Henry Court



Westside Place



UC Storage



KLAUS
multiparking



*Cities exist not for the passage
of cars, but for the care and
culture of human beings.*

-- Lewis Mumford

Four Trends



1. Delayed Household Formation



Average Age Marriage: 1970 – 22 yr. 2013 – 27.9 yr.



Copyrighted Material



Living ALONE & *Loving It*



*A Guide to Relishing
the Solo Life*

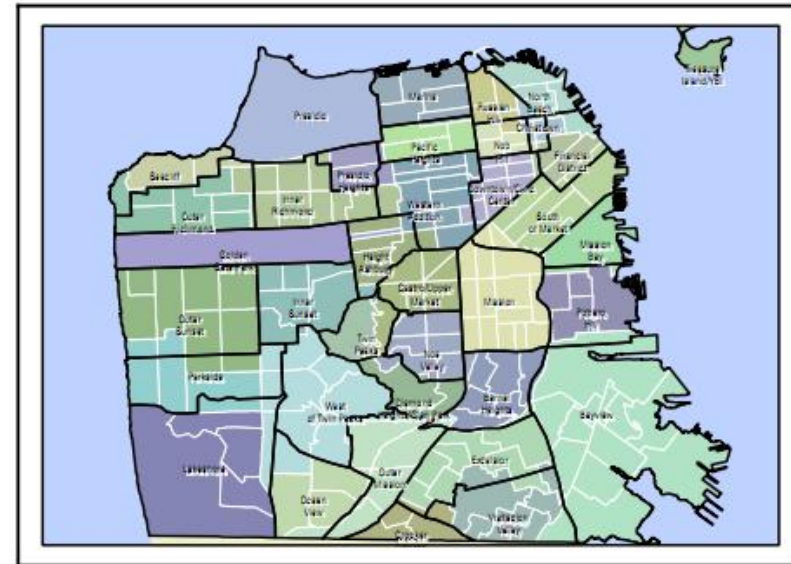
BARBARA FELDON

Copyrighted Material

San Francisco at a Glance

DEMOGRAPHICS

Total Population*	805,240
Group Quarter Population	17117
Percent Female	49%
Households	324,180
Family Households	44%
Households with Children, Pct of Total	18%
Non-Family Households	56%
Single Person Households, Pct of Total	41%
Avg Household Size	2.4
Avg Family Household Size	3.5



Going Solo: 41%

29%
20%
32%
19%

Other/Two or More Races	11%
% Latino (of Any Race)	14%

Nativity and Language

Foreign Born 32%

3

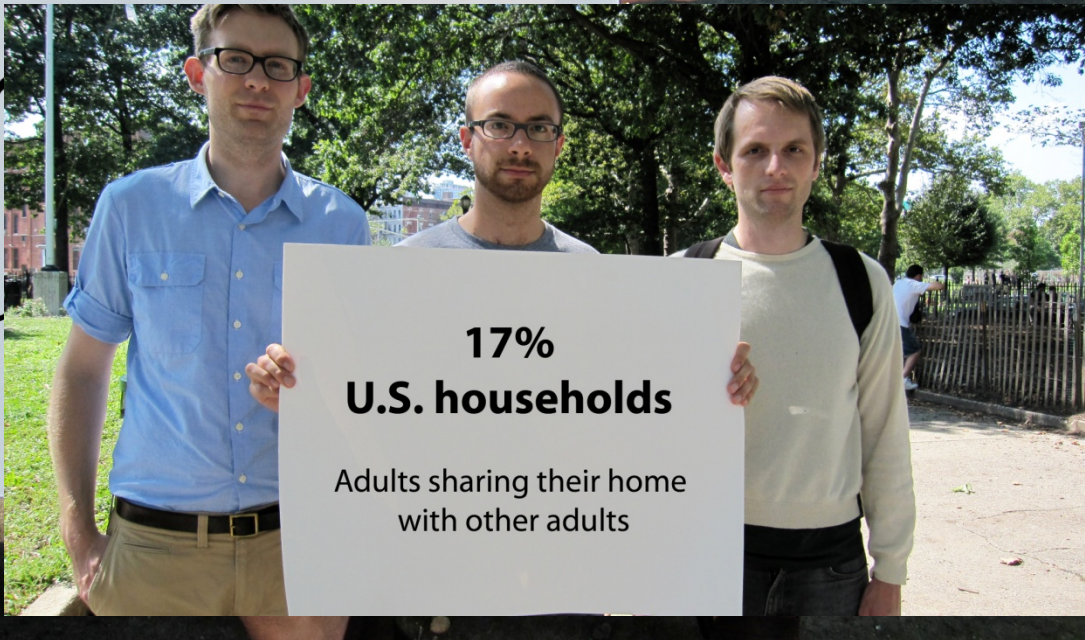
No change in the American household has been more pronounced over the last 40 years than the **rise of people living alone**. In 1970, only 17 percent of U.S. households contained such singletons. **By 2010, that number had risen to 28 percent**. The increase is driven by men and women getting by themselves, but the rise is especially pronounced among women. In 1970, only 12 percent of households contained a single woman, but by 2010, that number had risen to 21 percent.



U.S. P
Nu
with all



28%
U.S. households
Single person living alone



17%
U.S. households
Adults sharing their home
with other adults

2. Home purchase harder or less desirable



June 13, 2012

[support public radio >](#)



FIND A STATION

SEARCH

home

news

arts & life

music

programs ▾

News > Business > Economy > Crisis In The Housing Market

Twitter (55)

Facebook (2701)

Share

Comments (353)

Recommend (55)

Generation Rent: Slamming Door Of Homeownership

by SCOTT NEUMAN



"Renting is more flexible, and we not sure where we will be in a few years..."

June 7, 2012

text size A A A

Kristi Taylor can pinpoint the precise moment she let go of the dream of homeownership. It was a few months ago, as she and her husband and infant son were driving through a neighborhood of homes near their apartment in Athens, Ga.

"As we were passing through, I realized that I don't really look at houses like I

BREAKING NEWS

Hugo Chavez Wins Venezuela Re-Election, Electoral Council Says

Tweet 37

Student Loans Near \$1 Trillion Hurt Young U.S. Buyers: Mortgages

By Bob Willis - Feb 15, 2012 9:00 PM PT



38 COMMENTS

QUEUE



Roshell Schenck has a Ph.D in pharmacy and earns \$125,000 a year, yet can't qualify for a mortgage for a house for herself and her 9-year-old daughter. The 2008 graduate of Lake Erie College of Osteopathic Medicine, in Erie, [Pennsylvania](#), has more than \$110,000 in student debt.

"I'd love to buy and can afford to buy," said Schenck, 28. Since lenders place closer scrutiny on college loans than in prior years, she says, "it's almost impossible for me to get a loan. My debt is crushing my chances of purchasing a home."

Enlarge image



As outstanding [student debt](#) approaches \$1 trillion, it's one more reason record-low interest rates aren't doing more to boost [housing](#). The tight lending market is making it

"My debt is crushing my chances of purchasing a home."

3. Not driving as much or buying cars.





[Sign Up](#) [Learn More](#) [Blog](#) [Sign In](#)

Everyone's Private Driver™

SIGN UP NOW

or [Learn More](#)



Request from Anywhere

Use our iPhone and Android apps, m.uber.com or SMS (US/Canada only).

Ride with Style & Convenience

Within minutes, a professional driver in a sleek black car will arrive curbside.

Hassle Free Payment

Automatically charged to your credit card on file.

Ditching my car for Uber saves me over 6 days of time and \$11,000 a year

Katherine Krug, Contributor

🕒 Feb. 9, 2015, 1:04 PM 🔥 122,568 💬 83

In 2010 I moved from Los Angeles to San Francisco and thought I had to bring my car with me.

LA, as anyone who's ever heard anyone say anything about LA knows, is a car city. If you're going anywhere, you're going in your car.

And after living there, I was convinced that this truth wasn't



4. Less is enough





Companies let users rent most everything

Companies let users rent everything from cars to tools



Shannon May / The Chronicle

By Nellie Bowles

April 7, 2013 12:48 AM

Never-Ending Story: SF Rents Hit New Record High in October

BY TRACY ELSSEN · NOV 3, 2015, 3:01P

Top 10 1 Bedroom Median Rents – November 2015



[EAST BAY](#) | [NORTH BAY](#) | [PENINSULA](#) | [SAN FRANCISCO](#) | [SOUTH BAY](#)

Camping Tent Rents at \$900 a Month in Mountain View

By Peggy Bunker

[View Comments \(3\)](#) | [Email](#) | [Print](#)

[Tweet](#) 46

[Recommend](#) 11k

[Send](#)

[G+](#) 148



A camping tent is now available for rent in Mountain View through the Airbnb website. Peggy Bunker reports. (Published Thursday, June 25, 2015)

TRENDING STORIES

- 1 San Francisco's Last Gun Shop is Closing

Camping Tent in Berkeley: \$1,500 a month.



“Scholars Inn”
Airbnb, Berkeley

\$50/night

\$25/night to share.



Response ?

1. DENSER

(& no parking)





216 units/acre

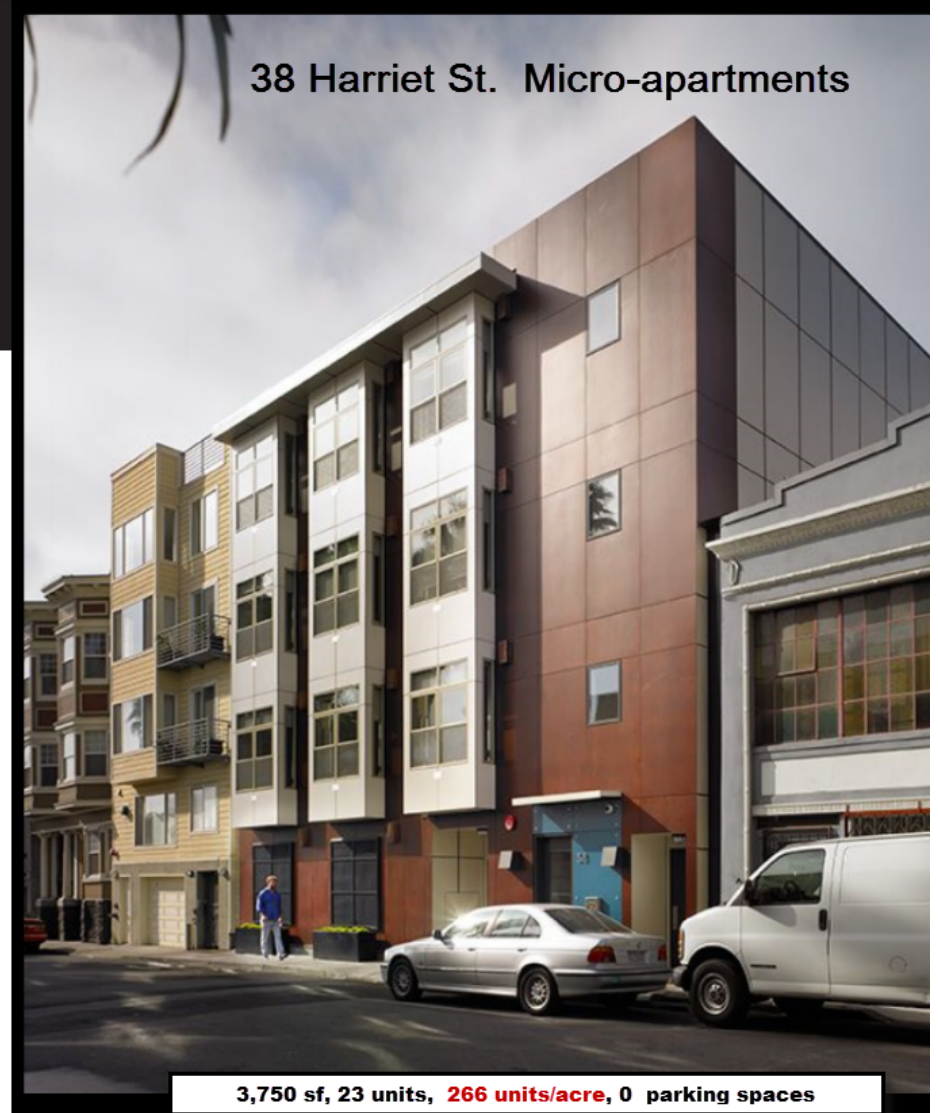
1285
SUTTER STREET

.....
*A Fully Entitled Van Ness Corridor Residential Development Site
with Retail Premises Pre-Leased to Trader Joe's*



266 units/acre

38 Harriet St. Micro-apartments





97 9th Street, San Francisco, California, United States
Address is approximate

1321 Mission @ 9th Street



The Panoramic: 120 micro-studios & 40 micro-suites.

Completion: June 23, 2015



216 units/acre

1285
SUTTER STREET

*A Fully Entitled Van Ness Corridor Residential Development Site
with Retail Premises Pre-Leased to Trader Joe's*

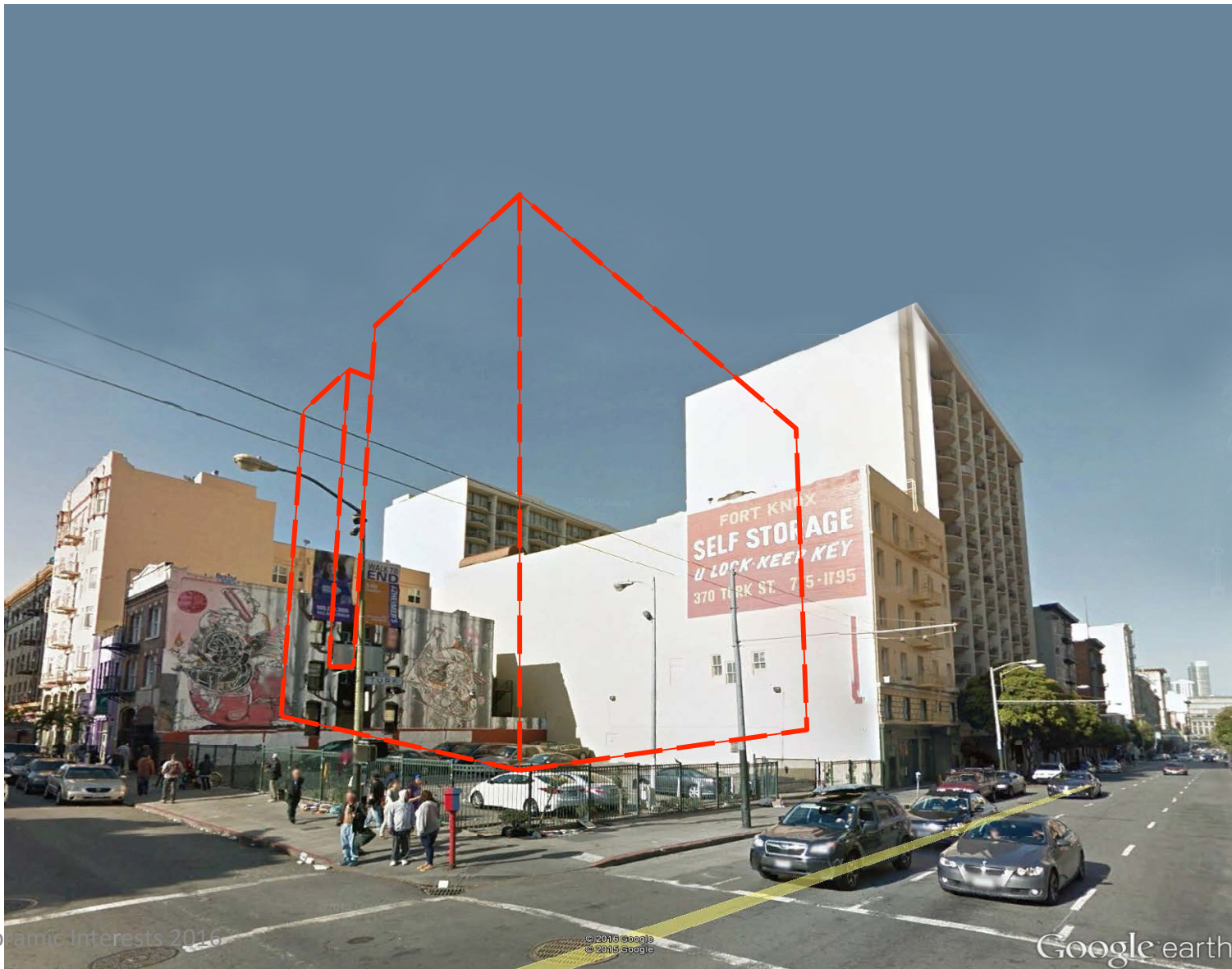


756 units/acre (3.5x)

1321 Mission
Micro-Apartments



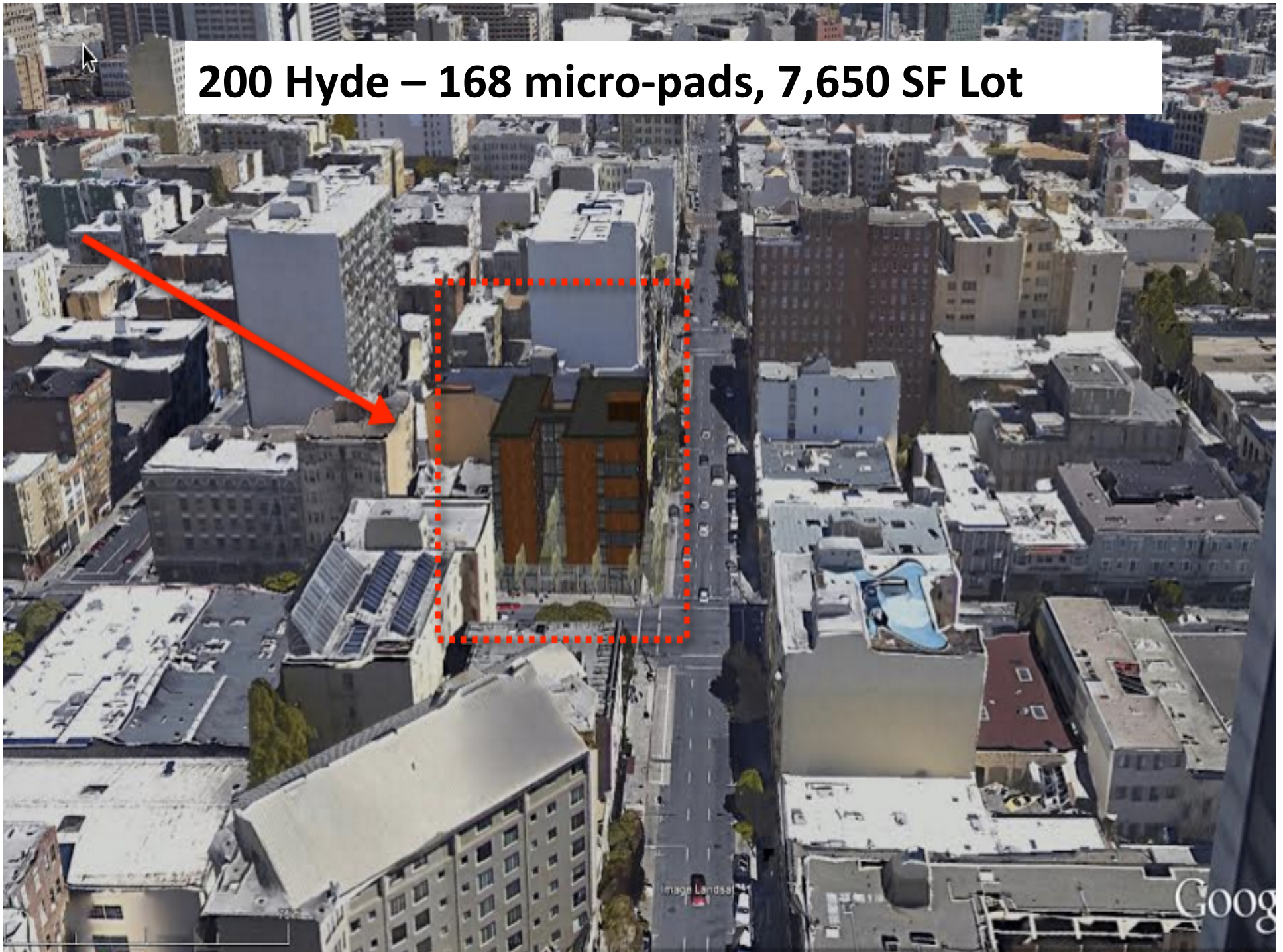
200 Hyde – 7,650 SF





168 micro-pads – ground floor retail/services. No parking

200 Hyde – 168 micro-pads, 7,650 SF Lot



2. SMALLER

“ Small rooms and dwellings set the mind on the right path;
large ones cause it to go astray”

Leonardo da Vinci

SF Micro-PAD

Incredible strength. Ultimate simplicity.

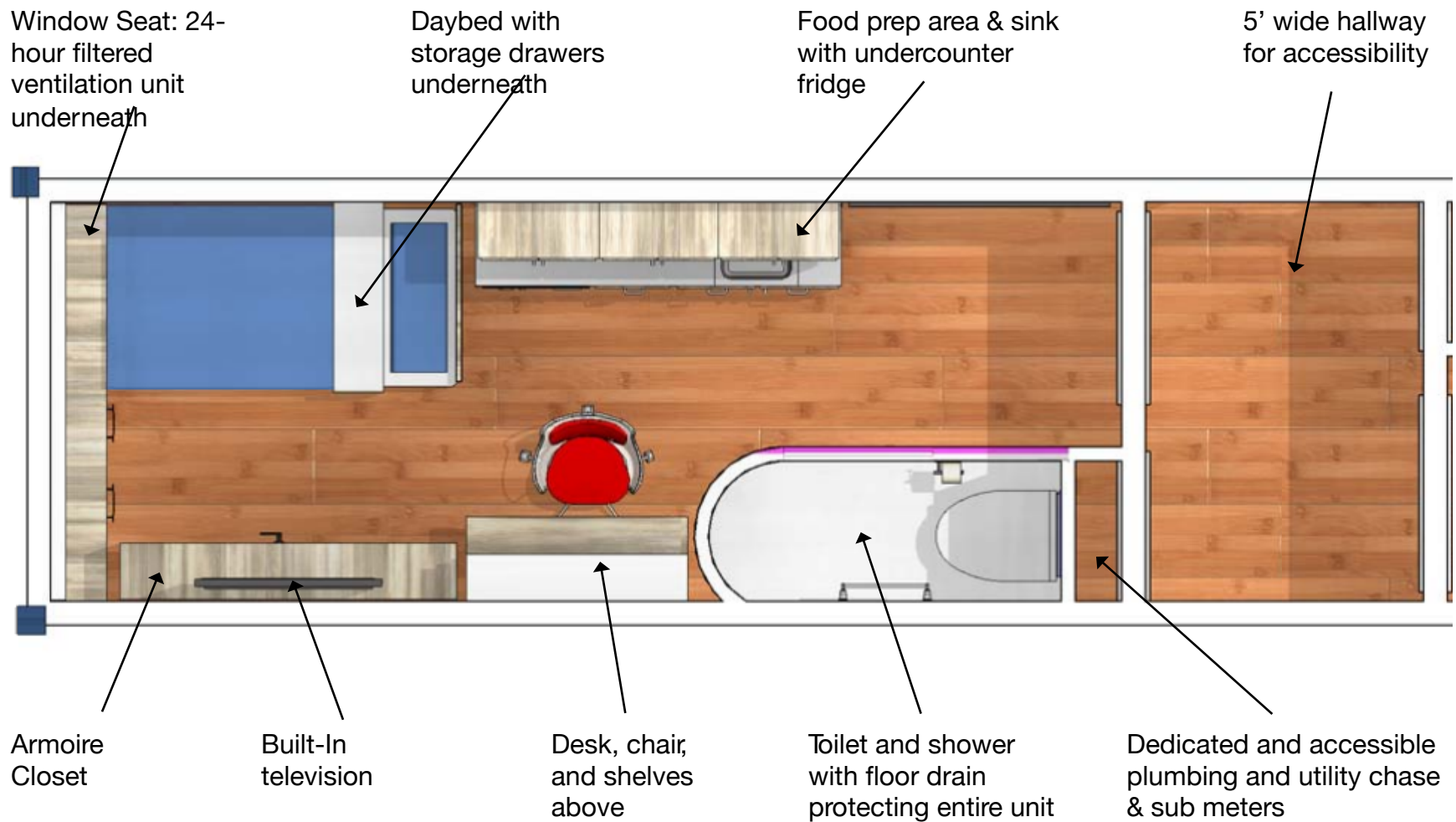
Incredible strength.



Ultimate simplicity.

SF Micro-PAD Floorplan

Turn-key, self-contained, indestructible



citizenM, NYC = 160 sf rooms



©Panoramic Interests 2016

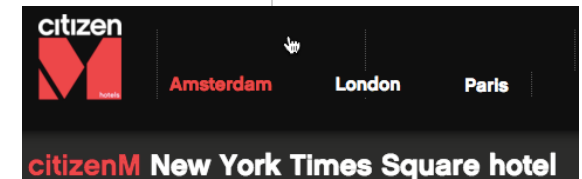
citizenM Hotel, Times Sq. NYC = 160 sf⁴⁰

Comparison: MICRO-PAD — citizenM hotel room, Times Square, NYC



SLIDE OUT
TABLE

BREAD
BOARD



CREATORS OF CITYSPACES™



© Photo Andy Smulders / BTmagazine.nl

citizenM New York Times Square

📍 218 West 50th Street, New York

🏠 Rooms: 230

🔑 Design



Map



Street





Studios – 274 SF









2 Bedroom --- 425 SF





Living Room & Dining Room



Bedrooms & Bath



3 Bedrooms --- 540 SF Net



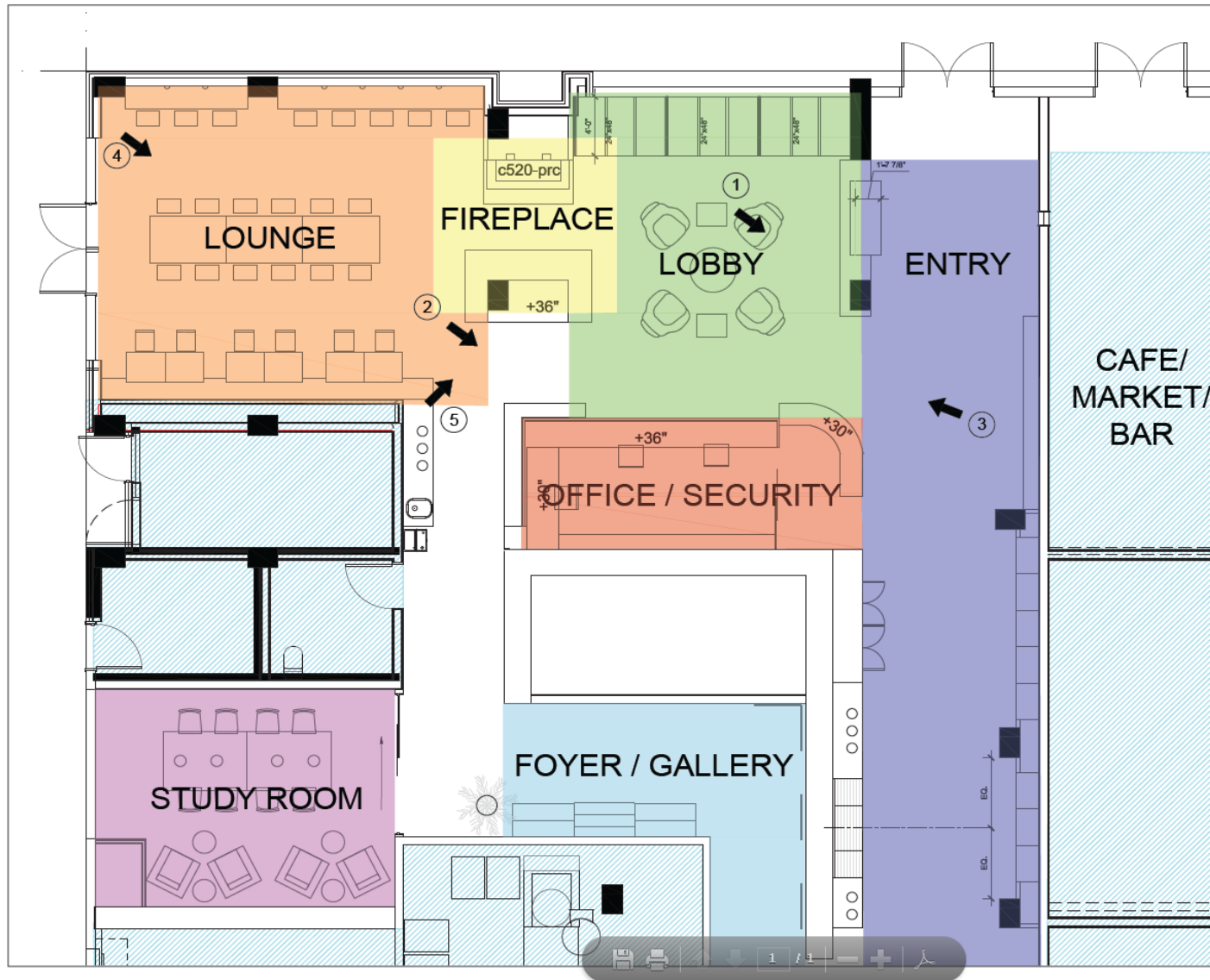






Four bedroom Suite 675 SF

Generous “sticky” social spaces.



PANORAMIC
Residences

[HOME](#)

[GALLERY](#)

[ABOUT](#)

[VIDEO TOUR](#)

[CONTACT AGENT](#)

The car-free plan liberated 3,500 SF on the ground floor for social spaces, including a lobby, lounge, & reading room.



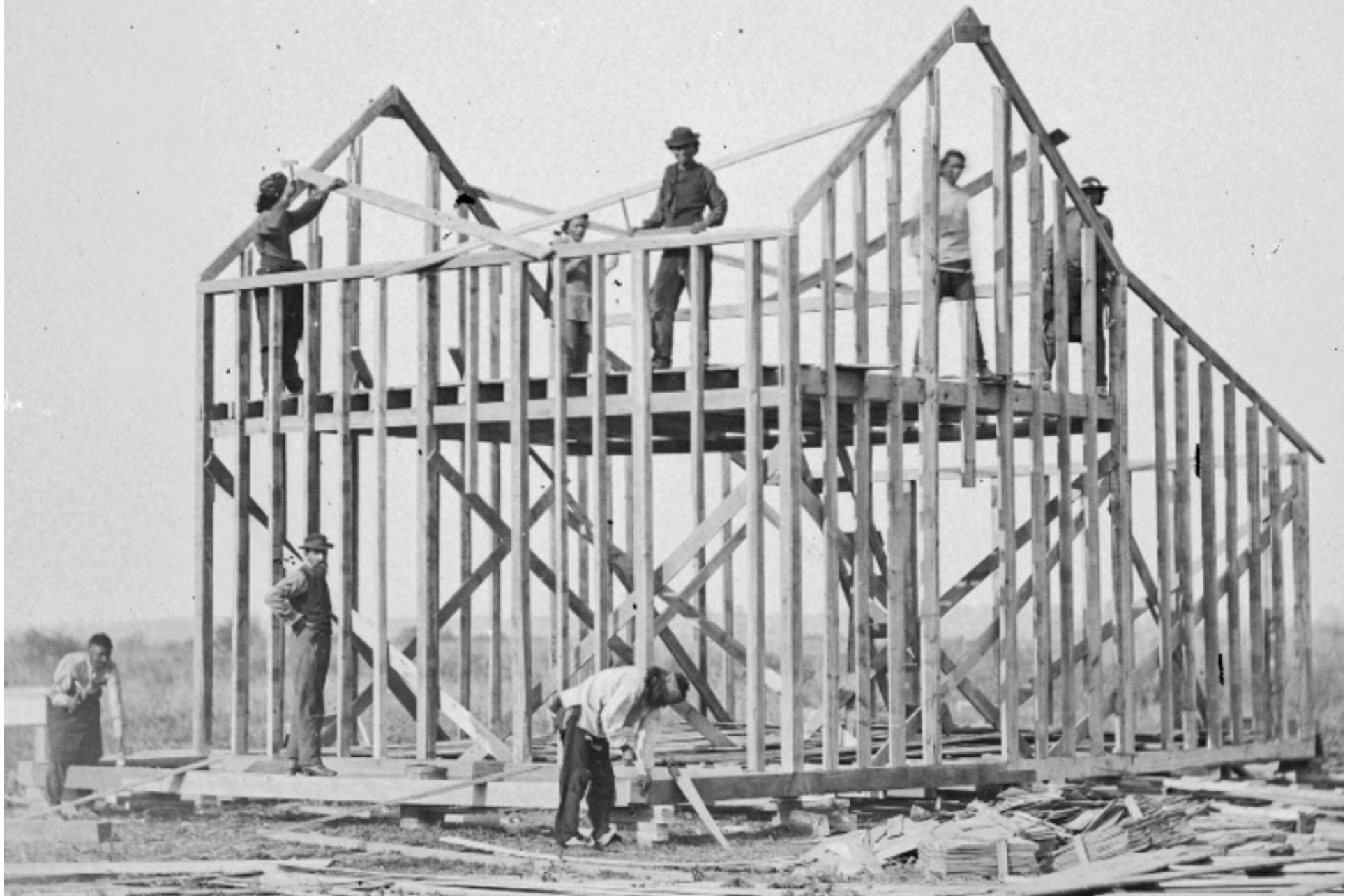






3. SMARTER
(I HOPE)

1833 — Balloon frame construction for housing invented.



2016 — Balloon frame construction for housing





Building Information Modeling (BIM)



1. Site work



2. Steel



3. Module fit out



4. Transport



5. Erection



6. Zip up & finishing







250 Unit Housing Project in UK: Slab to this in 8 days.





22,000 completed worldwide



The colorful exterior of 3361 Third Avenue. PHOTO: ADRIENNE GRUNWALD FOR THE WALL STREET JOURNAL





SFGATE Biggest cargo ship to ever grace S.F. Bay is here



SF Chronicle
12-31-15







Est. 4,400 dwellings

4,400 +/- Unhoused homeless in San Francisco. This ship could deliver Micro-PADs for all those individuals, using only 24% of its capacity. (Capacity: 18,000 units. SF Chronicle, 12-31-15, p.1.)

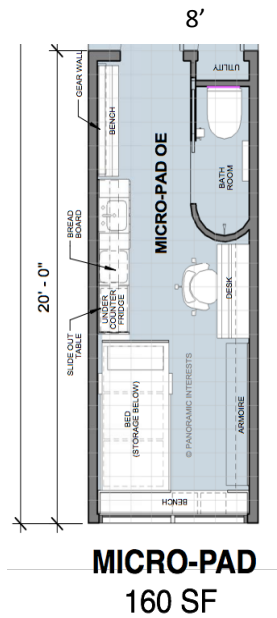




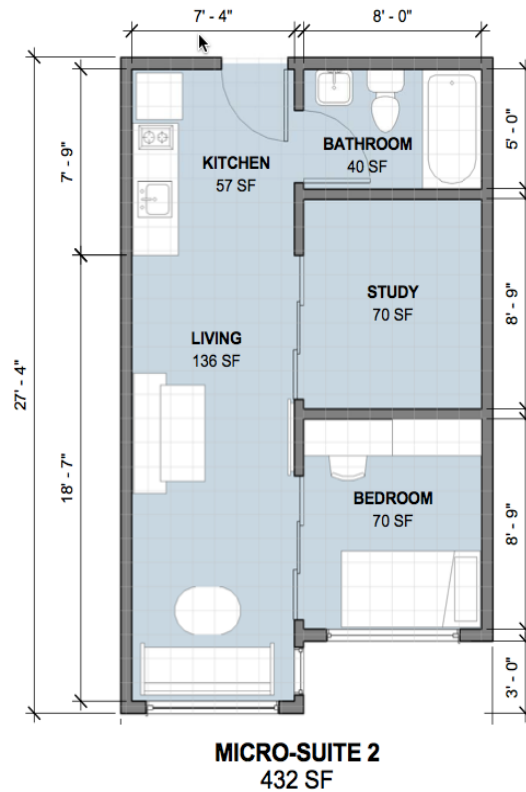
CREATORS OF CITYSPACES®



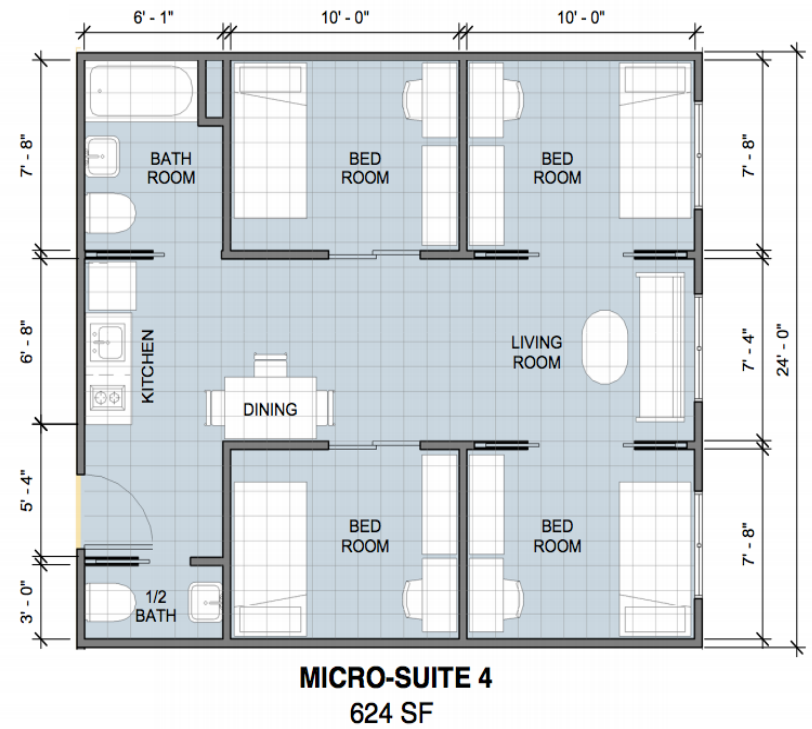
HAMBURGER



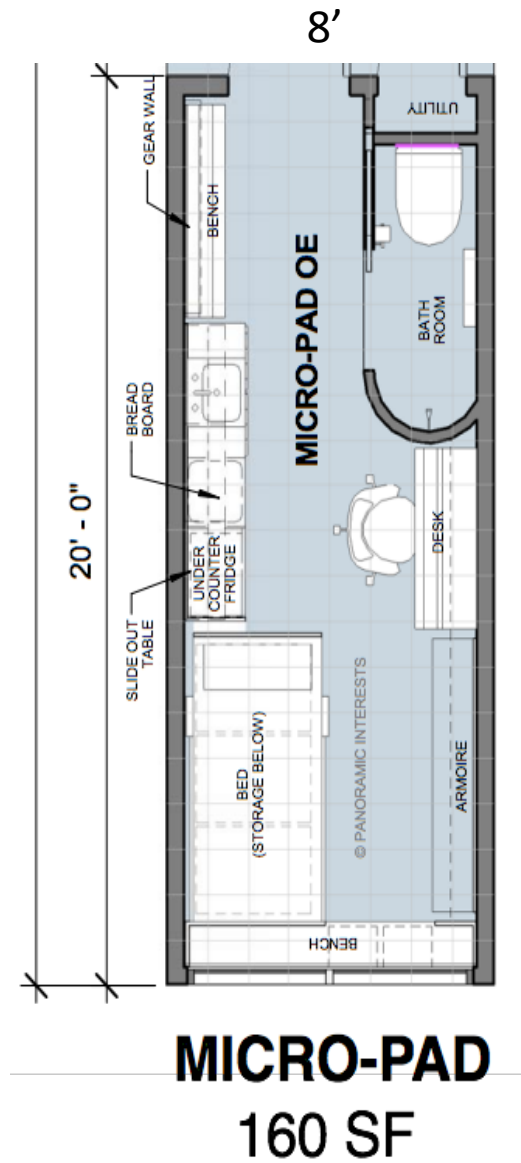
CHEESEBURGER



DOUBLE-DOUBLE®



HAMBURGER



SF Micro-PAD

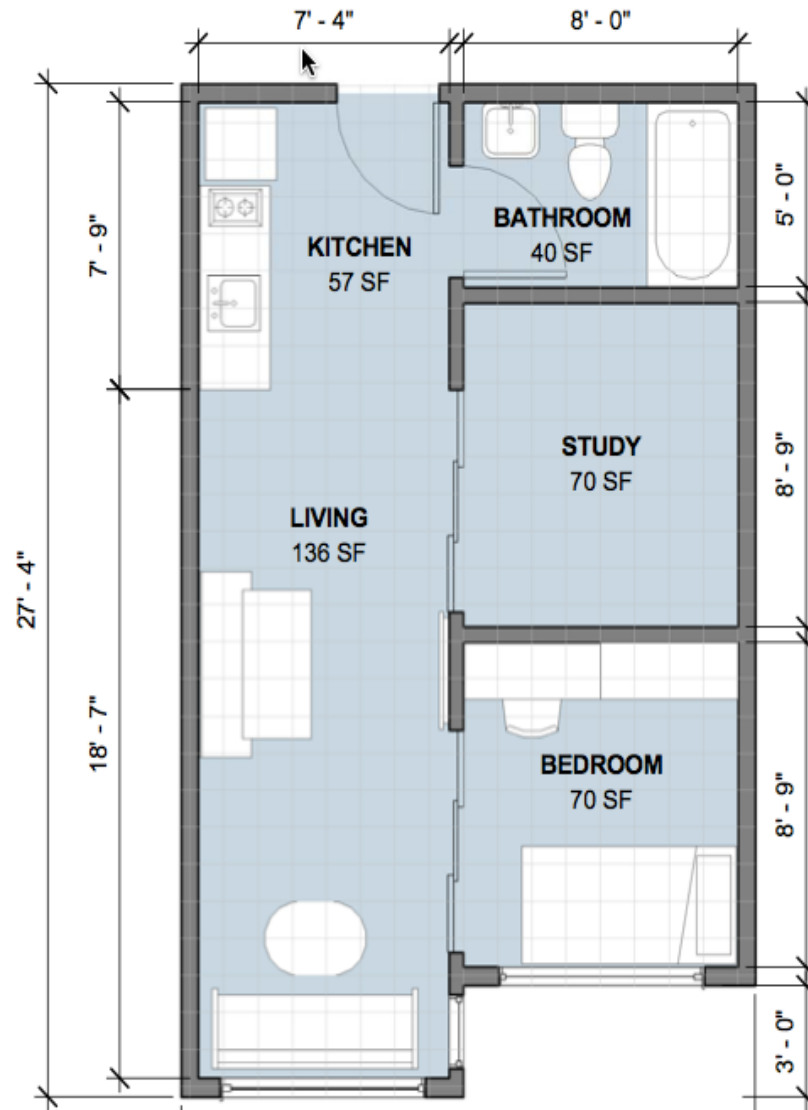
Incredible strength. Ultimate simplicity.

Incredible strength.



Ultimate simplicity.

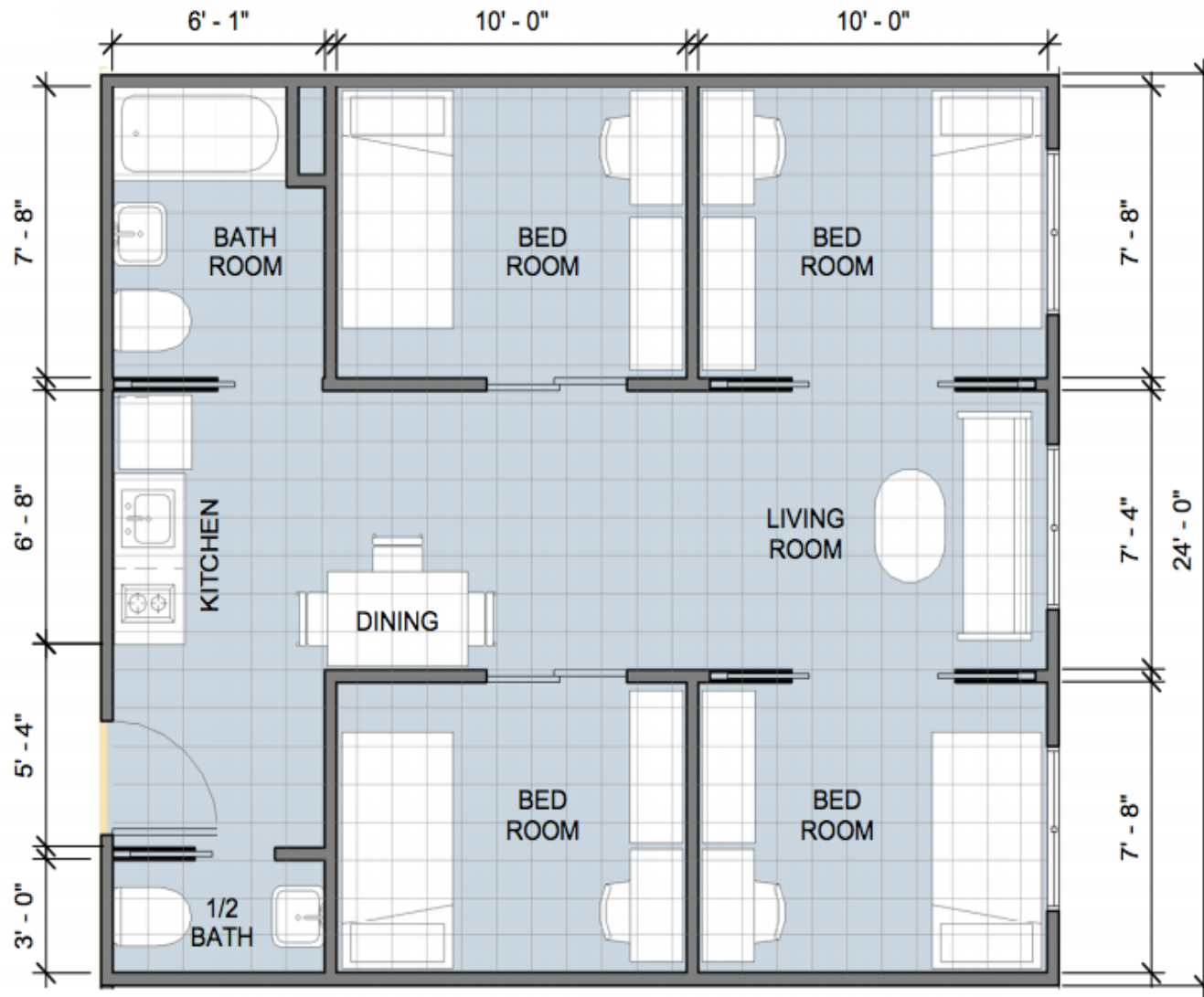
CHEESEBURGER



MICRO-SUITE 2
432 SF



DOUBLE-DOUBLE®

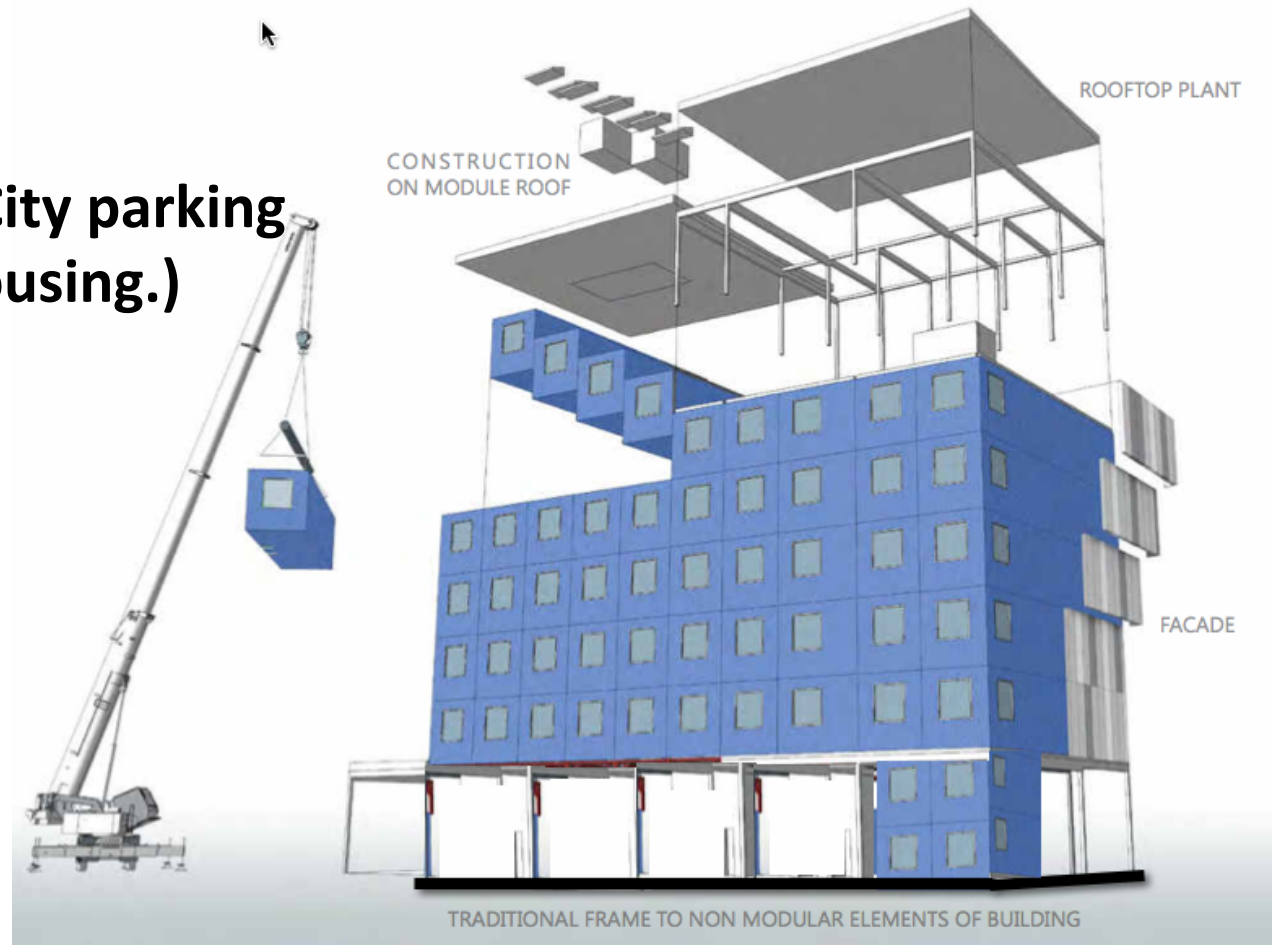


MICRO-SUITE 4
624 SF



Car Free + Micro-DNA + Modular= More Housing

**(With air rights on City parking
lots: a LOT more housing.)**



CA cultivates innovation...why not in construction?

