Sarah Susanka FAIA, Ross Chapin AIA, Ben Brown

Taking ‘Not So Big’ to the Next Level: Pocket Neighborhoods as Urban Infill

New Partners for Smart Growth
10th Annual Conference • Charlotte, NC • February 4, 2011
What’s the attraction of Big?
The feeling of “Home”
has almost nothing to do with size

It’s a quality, not a quantity!
Community is a Quality too
It’s about Relationship
“…all ultimately depends upon how we perceive the world and our place within it…replacing our obsession with pursuing unlimited growth and competition with a quest for well-being and cooperation. It will mean shaping our culture so that its aims are rooted in relationship and focused on fulfillment rather than on ever more consumption.”

--From *Harmony*, by Prince Charles
Current Headlines point to the need for Not So Big

Americans want smaller homes, not McMansions

Is the McMansion era over? This is the question that Trulia, a real estate site, asks in releasing survey results that suggest -- yes, in fact -- it is.
Build for the way we REALLY Live
Build in Proportion to our Human Scale
Not So Big Houses come in all Shapes and Sizes
A Vision for Not So Big Communities

Ever since moving to the United States as a teenager in 1971, I've believed that there is a better way to shape human settlements than what is currently practiced in this country. I was born in England, where it is not unusual to see houses that are many hundreds of years old. Although in many cases the floors are uneven and the finishes have been redone many dozens of times over, the original bones of the structure are still as beautiful as when the home was new.

This is why we Americans love to visit places like Europe and Asia -- the villages, towns and cities have a sense of history, substantiality, and soulfulness. By contrast, many of our own towns, neighborhoods and houses have precious little of these qualities. And because there is so little that's worthy of preservation, whole neighborhoods are torn down every few decades, only to be replaced by the next new development trend, the next quick fix to house the largest number of people in the shortest amount of time.
When do we know we have enough?
What DO we really want?

More food?

More shelter?

More security?
What most of us need is a LIFE remodeling
Not So Big Community

The Ingredients: The Lessons of New Urbanism +
Not So Big House design...
Good Fit Plans

from Ross Chapin
Sustainable Design throughout

Photos of Serenbe, GA
All Generations mingling together
+ Not So Big Living…
Following your heart’s longings
“Follow your heart… Speak what you know”
–Paul Hawken
Coming Soon

A Not So Big Community in Raleigh, NC
A Not So Big Show House
for a Not So Big Development in
in a Not So Big village, Libertyville, IL
Pocket Neighborhoods offer some important lessons

Book Available for Pre-order now
Release date March 29, 2011
www.pocket-neighborhoods.net
Third Street Cottages
Whidbey Island, Washington
Cottage Housing Code Summary
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Permitted by Conditional Use permit
Cottage Housing Code Summary

Permitted by Conditional Use permit or other process that ensures the proposal will be compatible with the surrounding neighborhood
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Cottage Housing Development (CHD) is an overlay zone within residential zones;
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100% density bonus is offered as an incentive to builders —
Cottage Housing Code Summary

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Cottage Housing Development (CHD) is an overlay zone within residential zones; it is not a separate zone

100% density bonus is offered as an incentive to builders — if . . .
Cottage Housing Code Summary

Total floor area of each cottage < 1000 SF
Cottage Housing Code Summary

Total floor area of each cottage < 1000 SF
700 SF maximum on the main floor
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700 SF maximum on the main floor
Cottage Housing Code Summary
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Maximum height to eaves = 18 feet
roof ridge may extend to 25 feet
Cottage Housing Code Summary

Cottages must be oriented around a Common Open Space
Cottage Housing Code Summary

Covered Porches must be 80 SF minimum size
Cottage Housing Code Summary

Covered Porches must be 80 SF minimum size
8 feet minimum dimension
Cottage Housing Code Summary

Covered Porches must be 80 SF minimum size
8 feet minimum dimension • adjacent to Commons
Cottage Housing Code Summary

Parking – 1.25 spaces per dwelling
Cottage Housing Code Summary

Parking – 1.25 spaces per dwelling
Not permitted on street frontage
Cottage Housing Code Summary

Parking – 1.25 spaces per dwelling
Not permitted on street frontage • Must be screened
Danielson Grove
Pocket Neighborhoods
Creating Small Scale Community in a Large Scale World
Welcome to the Source for all things Pocket Neighborhood!

Here you’ll find information that dovetails with Ross Chapin’s new book from Taunton Press. You’ll get an overview of its key ideas, read blog entries from Ross and others in the field, follow the latest media offerings, research archives, download media materials, look at pocket neighborhood case studies and site plans, learn about innovative zoning codes, discover tools to improve community dynamics and decision-making, and link to related publications, organizations and online resources.

Pocket Neighborhoods grew out of the work of Ross Chapin and his colleagues, but the idea is beyond any one person or style. It is pattern of housing that fosters a strong sense of community among nearby neighbors, while preserving their need for privacy. Examples can be found across the spectrum, from small towns, to suburbs to urban areas.

What is a Pocket Neighborhood?
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www.rosschapin.com
www.pocket-neighborhoods.net
“Dwell small, live large”

Ben Brown
PlaceMakers LLC
Let’s Make a Bunch More
Forces Driving “Right-Sizing”

- Demography
- Affordability
- Sustainability
“Both of these huge demographic groups want something that the U.S. housing market is not currently providing: small one- to three-bedroom homes in walkable, transit-oriented, economically dynamic, and job-rich neighborhoods.”

Patrick C. Doherty & Christopher Leinberger
Washington Monthly, Nov/Dec 2010
Context
COME
SAVOR
OUR
NEW MENU ITEMS
COX'S
BARBER SHOP
A Gentleman's Choice
LYNCHBURG
LANDING
Forces Driving “Right-Sizing”

- Demography
- Affordability
- Sustainability
Economic Development
US Businesses by Size, 2009

Source: National Establishment Time Series
So What’s the Problem?
It’s illegal
And it’s hard
The Solutions
Make it legal

Fix zoning and building codes
Make it easier

Look for chances to partner with developers and financial institutions.
But don’t compromise:

Quality design & construction
• Ben Brown

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• [ben@placemakers.com](mailto:ben@placemakers.com)

• 828.508.5002
What inspires you?
Place your focus there
That’s the bridge to a sustainable future
By working together
we can make it happen
It’s time for a more balanced and sustainable solution
Not So Big®: the First Step in Sustainability for Home, Community, and Life
Taking ‘Not So Big’ to the Next Level:
Pocket Neighborhoods as Urban Infill

www.notsobig.com