

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

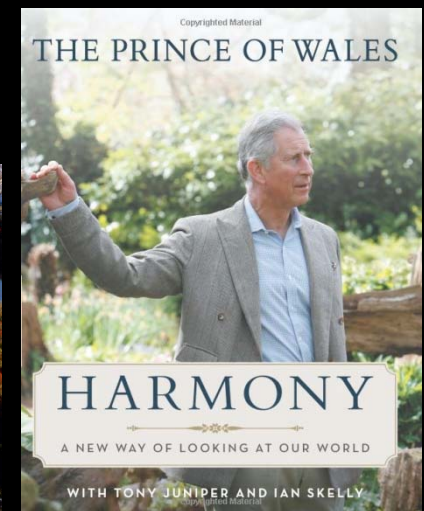




“...all ultimately depends upon how we perceive the world and our place within it...replacing our obsession with pursuing unlimited growth and competition with a quest for well-being and cooperation. It will mean shaping our culture so that its aims are rooted in relationship and focused on fulfillment rather than on ever more consumption.”



--From *Harmony*,
by Prince Charles



USA TODAY Home News Travel Money Sports Life Tech Weather

GREENHOUSE

Your home... your world

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Aug 25, 2010

Americans want smaller homes, not McMansions

07:54 AM

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41 Comments
6 Recommend

Home Size Range	Percentage
3,200 sq. ft.	9%
2,600 - 3,200 sq. ft.	13%
2,000 - 2,600 sq. ft.	27%
1,400 - 2,000 sq. ft.	28%
800 - 1,400 sq. ft.	9%

Source: Trulia Harris Interactive Survey conducted July 22-26, 2010.
CAPTION Courtesy of Trulia

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.

Current Headlines point to the need for Not So Big

Insurance in over 180 countries
1,000 risk engineers
Global team of more than 8,000 claims professionals

THE WEEK

HOME NEWS+OPINION BUSINESS ARTS

MUST CLICKS

- 6 new scientific findings about Facebook users
- OBAMA'S WARS: Bob Woodward's 'Obama's Wars': 3 heated debates
- Mar Zuck susp time

REAL ESTATE TRAUMA

NEXT IN THIS TOPIC ▶

EMAIL SHARE Buzz up!

1 OPINION BRIEF

Is the McMansion dead?

Americans are downsizing. Does that mean the end of huge houses on tiny lots?

POSTED ON AUGUST 20, 2010, AT 1:35 PM

Best Opinion: San Diego U-T, Boston Globe, Atlantic...

"The McMansion era is over," says real estate website Trulia, citing research that shows only 9 percent of potential homebuyers want to purchase a house that is 3,200 square feet or larger. On top of that, cities and towns are increasingly passing ordinances banning large, ostentatious homes. Is the McMansion history? (Watch a report about the death of the McMansion)

2 CARTOON VIEW

UP FORGRADERS...
FOR

The key to successful real estate

3 THE LIST

Repossession hell: 6 extremely 'wrongful' foreclosures





Build for the way we REALLY Live



Build in Proportion to our Human Scale



Not So Big Houses come in all Shapes and Sizes



Beauty and Balance

Harmony

Home as Sanctuary

Sustainability

Well-being

Sarah Susanka's Not So Big Minizine, Article 3

January 2010

Issue: 3



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.



facebook

twitter

NOT SO BIG
HOUSE

the
not so big life

Sarah
Susanka

Not So Big Community



When do we know we have enough?

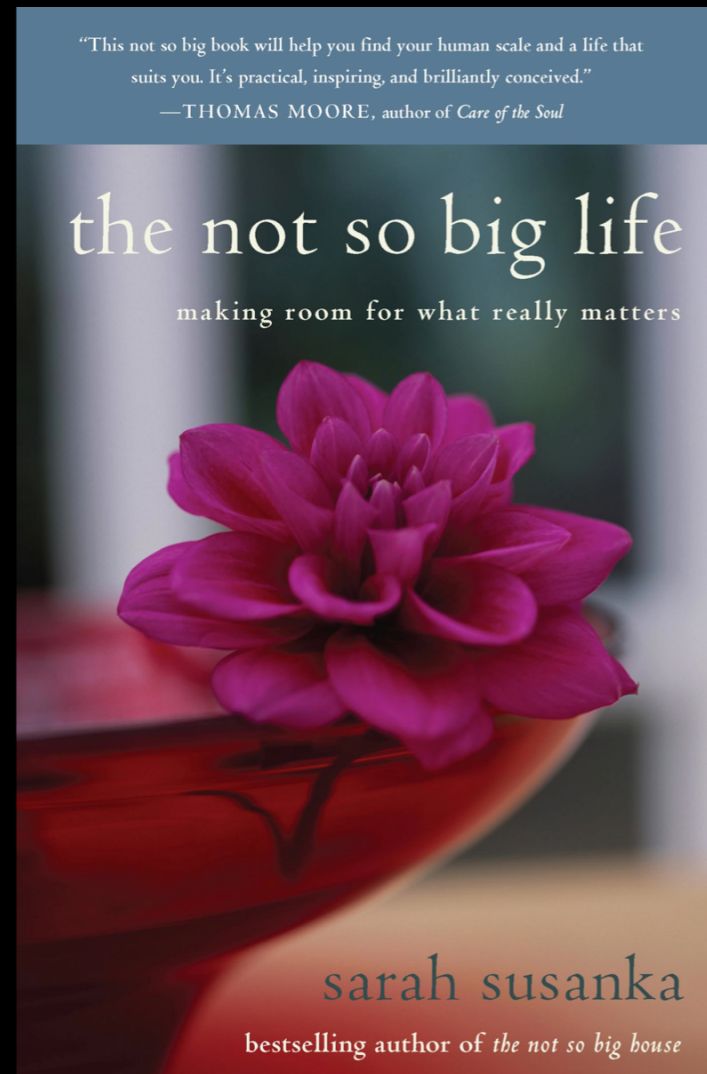
What DO we really want?

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

- [Not So Big Mailings](#)
- [About Sarah Susanka](#)
- [Lectures & Presentations](#)
- [Books & Articles by Sarah](#)
- [Recommended Readings](#)
- [Community Bulletin Board](#)
- [Sustainability](#)
- [Not So Big Remodeling](#)
- [New Urbanism](#)
- [Lean Green Alternatives](#)
- [Sarah's Showhouses](#)
- [Media Center & News Clips](#)
- [Call for Submissions!](#)
- [Not So Big Plans for Sale](#)
- [Home Professionals Directory](#)

SARAH'S BOOKS

Not So Big Home Plans for Sale

Architecturally Designed Home Plans
The benefits of building a home with an architecturally designed set of plans are endless. We are pleased to promote the use of architecturally designed home plans and hope that you will consider using them in your next homebuilding project. What distinguishes these plans from those in a plan book is the level of detail included, and the quality of the overall designs. [Read more about architecturally designed home plans.](#)

Plans Designed by Sarah Susanka
Sarah Susanka's plans for her showhouses, in addition to several of the houses that she designed that are featured in *The Not So Big House*, are now available for purchase online. [View and purchase plans designed by Sarah Susanka.](#)

Plans Featured in Creating The Not So Big House
Complete plans for fourteen of the architecturally-designed homes featured in Sarah Susanka's bestselling second book are available for purchase online. Please refer to the book for additional pictures and details about each home. [View and purchase plans from Creating the Not So Big House.](#)

Plans for the Original Not So Big House
Sarah Susanka's home in St. Paul, Minnesota was designed as a *Not So Big House* prototype. The plans contain most of the concepts described in her books, and the house has since been constructed by a number of readers. It can be built either as a two story home without basement, or as shown in both books, with a lower level. [View more photos.](#)
[View and purchase plans for the Original Not So Big House.](#)

GoodFit Plans from Ross Chapin Architects
Several of Ross Chapin's houses have been featured in the *Not So Big House* series, and it's not hard to see why. Filled with simple but beautifully designed details reminiscent of the bungalows of the Arts and Crafts movement, these homes exemplify what building *Not So Big* is all about. Ross Chapin offers many of his cottage plans, small house plans, and garage/accessory dwelling plans for sale on his website. [View plan details and purchase plans.](#)



A Pattern Language

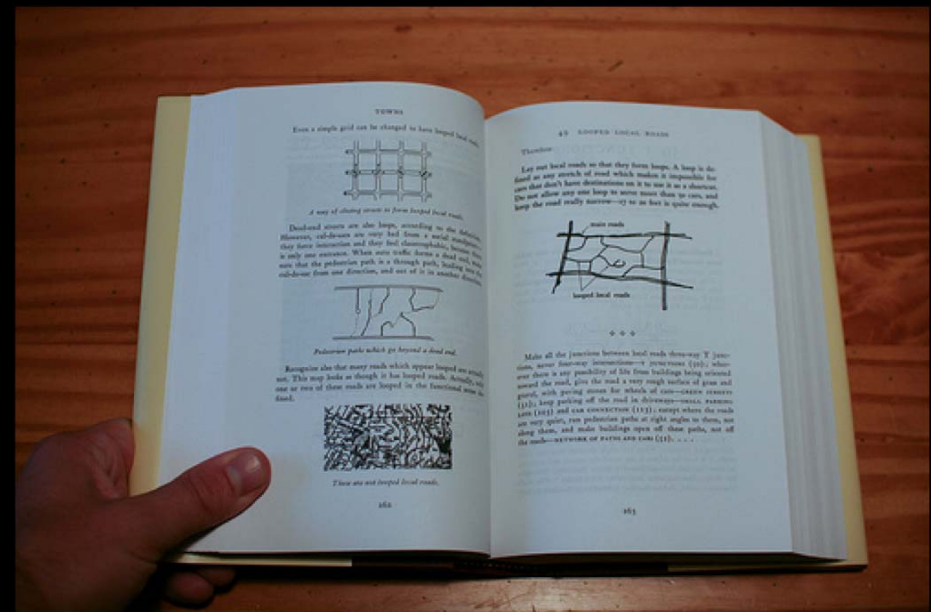
Towns · Buildings · Construction



Christopher Alexander
Sara Ishikawa · Murray Silverstein

WITH

Max Jacobson · Ingrid Fiksdahl-King
Shlomo Angel



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



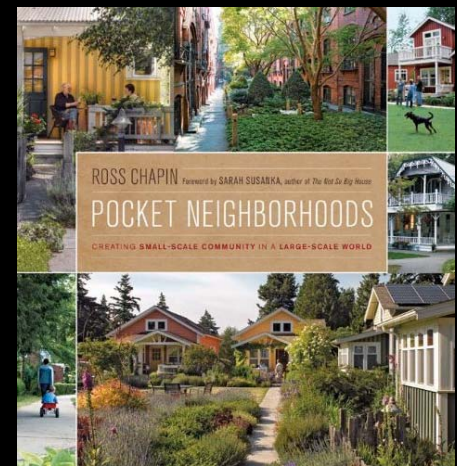


Pocket Neighborhoods offer some important lessons

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

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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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it is not a separate zone

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it is not a separate zone

100% density bonus is offered
as an incentive to builders —

Cottage Housing Code Summary

Permitted by Conditional Use permit
or other process that ensures the proposal will be
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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



Cottage Housing Code Summary

Total floor area of each cottage < 1000 SF
700 SF maximum on the main floor



Cottage Housing Code Summary

Total floor area of each cottage < 1000 SF
700 SF maximum on the main floor



Cottage Housing Code Summary

Cottage Housing Code Summary

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
Kirkland, Washington

Danielson Grove



Danielson Grove



Danielson Grove



Danielson Grove



Danielson Grove



Danielson Grove



Danielson Grove































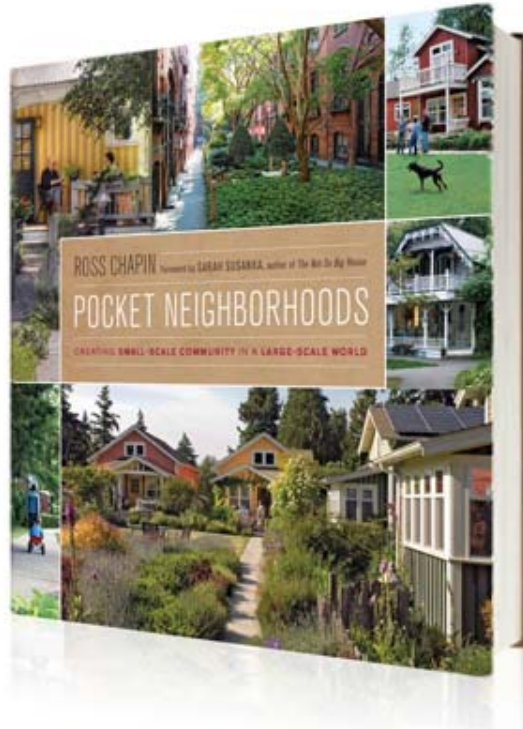






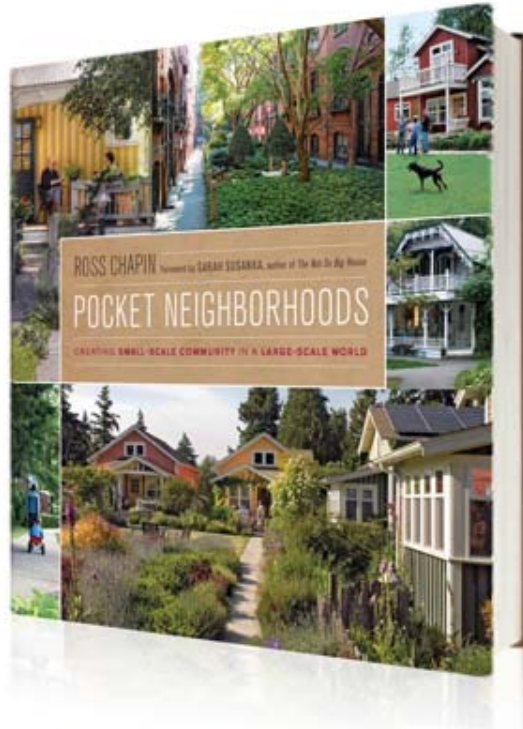






PocketNeighborhoods

Creating Small Scale Community in a Large Scale World



A new book by
Ross Chapin from
Taunton Press

PocketNeighborhoods

Creating Small Scale Community in a Large Scale World

PocketNeighborhoods

Creating Small Scale Community in a Large Scale World



[HOME](#) [THE BOOK](#) [BLOG](#) [IN THE NEWS](#) [MEDIA TOOLBOX](#) [CREATING POCKET NEIGHBORHOODS](#) [RESOURCES](#)

[ROSS CHAPIN ARCHITECTS](#)



Welcome

[What is a Pocket Neighborhood?](#)

[About](#)

[Q&A](#)

[Contact](#)

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?](#) [START HERE](#)

Pocket Neighborhoods

The Book



RECENT PRESS



Residential Architect
"Change Agent"



Corpus Christi Galler
"Cottage Homes Design"

EVENTS

10th Annual New Partners for Smart Growth Conference, February 3-5, 2011, in Charlotte, NC. "Taking Not-So-Big to the Next Level: Pocket Neighborhoods as Urban Infill" —Workshop with Ross Chapin, Sarah Susanka, Ben Brown

Lead image credits
Project: [Third Street Cottages](#)
Architect: Ross Chapin Architects
Developer: The Cottage Company

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www.rosschapin.com

www.pocket-neighborhoods.net

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“Dwell small, live large”

Ben Brown
PlaceMakers LLC





















Let's Make a Bunch More

Forces Driving “Right-Sizing”

- Demography
- Affordability
- Sustainability

CONVERGENCE OF WANTS AND NEEDS



“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

Ocean Springs HIGH SCHOOL

REPORT
CARDS
OCT.26



BROOMES

GROCERY & MARKET

DOG GOT LOOSE \$200
TICKET GLAD I
DONT OWN AN
ELEPHANT

O C E R Y



GO STREET
GROCERY
restaurant & bar



tas

cold beer

poboy

Live music

GOVERNMENT
WINE
CRAFTY
DRINKS





1114

OPEN

CAPPUCCINO
ESPRESSO

Family Made
DOUGHNUTS
FRESH COFFEE
CAPPUCCINO







1601

Shady's
Global Grille & Oyster Bar

**COME
SAVOR
OUR
NEW MENU ITEMS**



COX'S

BARBER SHOP

A Gentleman's Choice

WYNCHBURG LANDING

NEIGHBORHOOD
LOUNGE

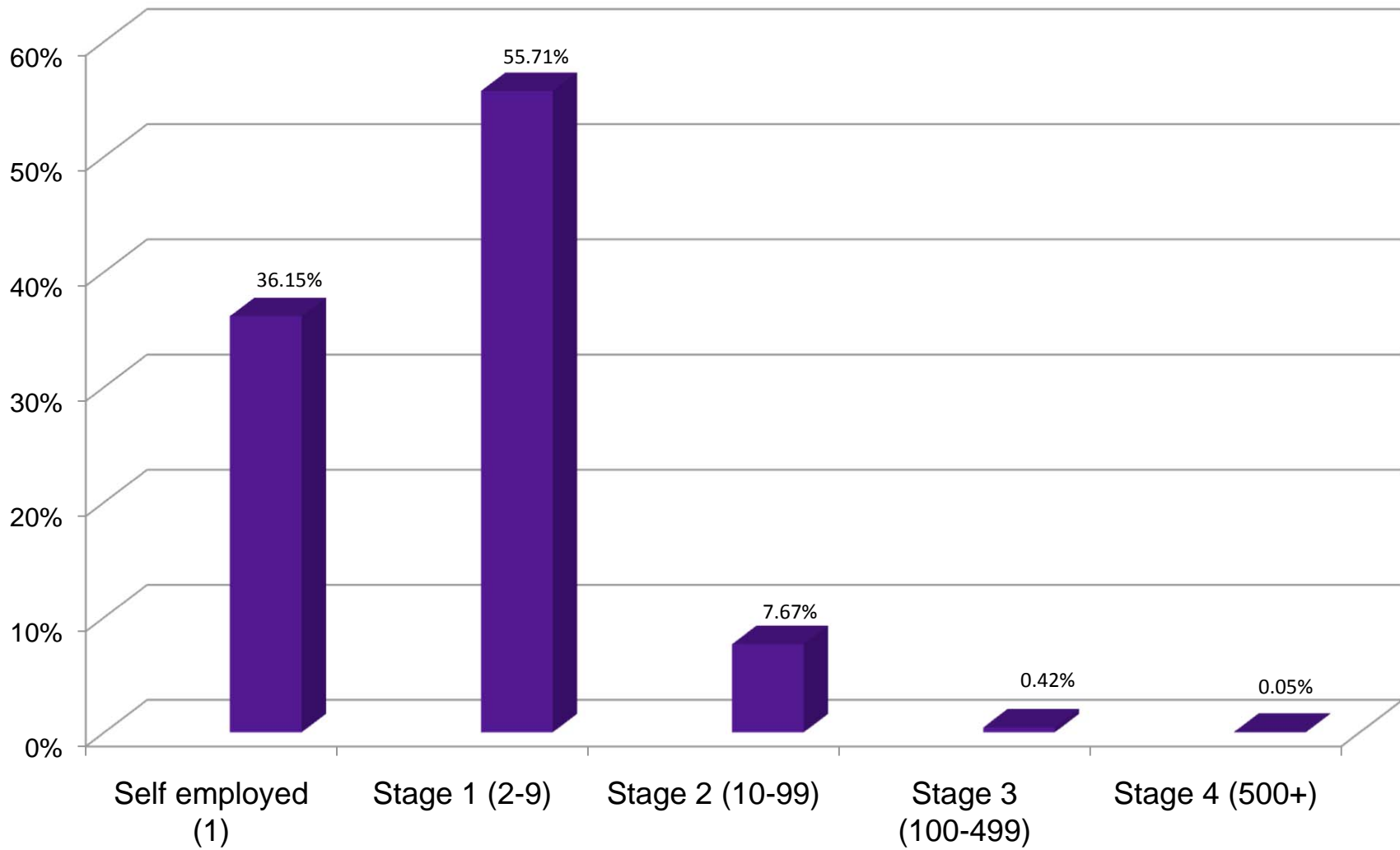
Two schools. Full-size grocery. Three churches.
YMCA with child day care. Barber shop.
Two hair salons. A dozen restaurants and bars.
Flower shop. Four clothing stores. Five gift
shops. Community arts center. Two auto re-
pair garages. Drug store/soda fountain.
Five bus stops (including across the street from
Cottage Square). Three art studios/galleries.
Two coffee shops. Donut shop. Book store.

Forces Driving “Right-Sizing”

- Demography
- Affordability
- Sustainability

Economic Development

US Businesses by Size, 2009

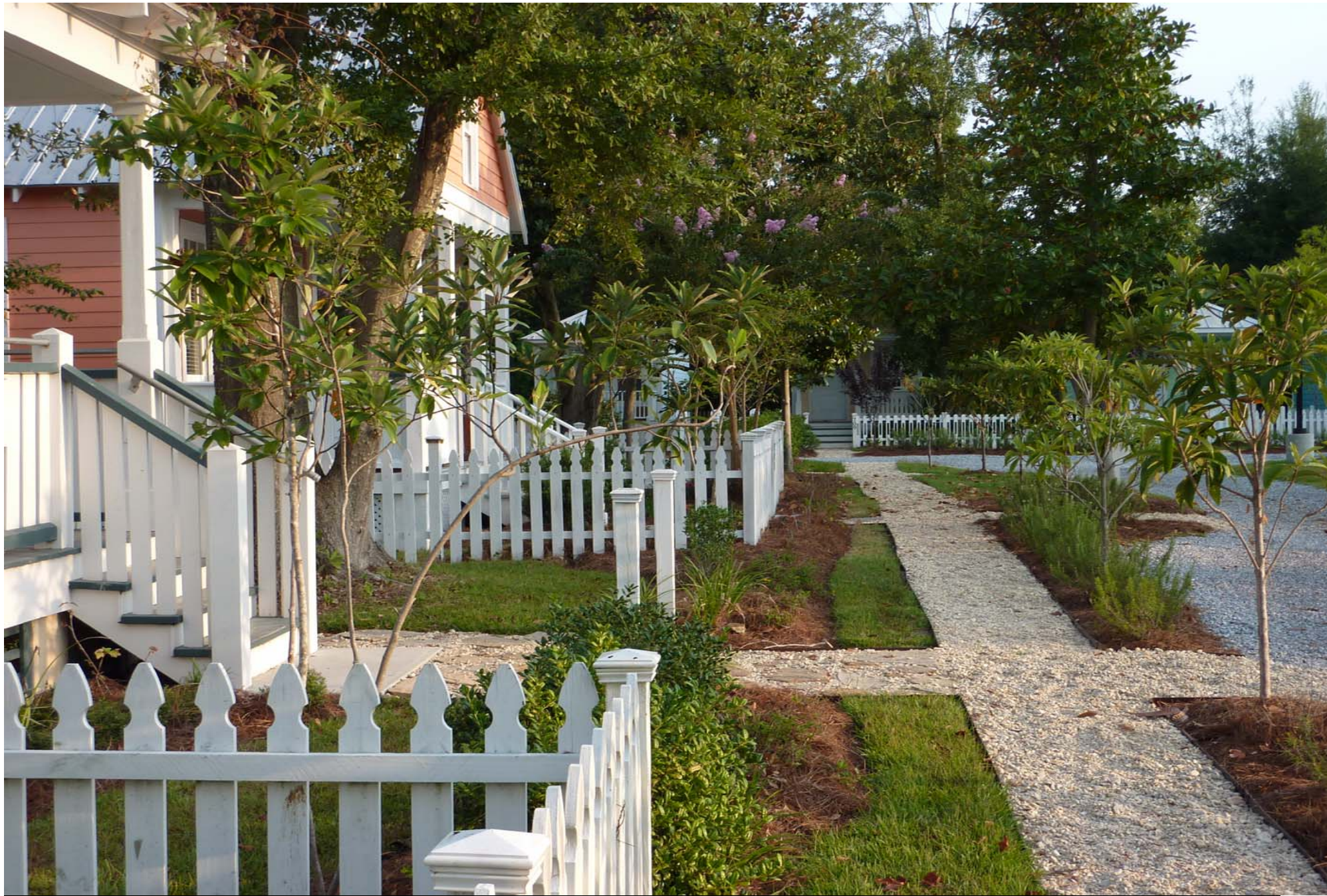


Source: National Establishment Time Series

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



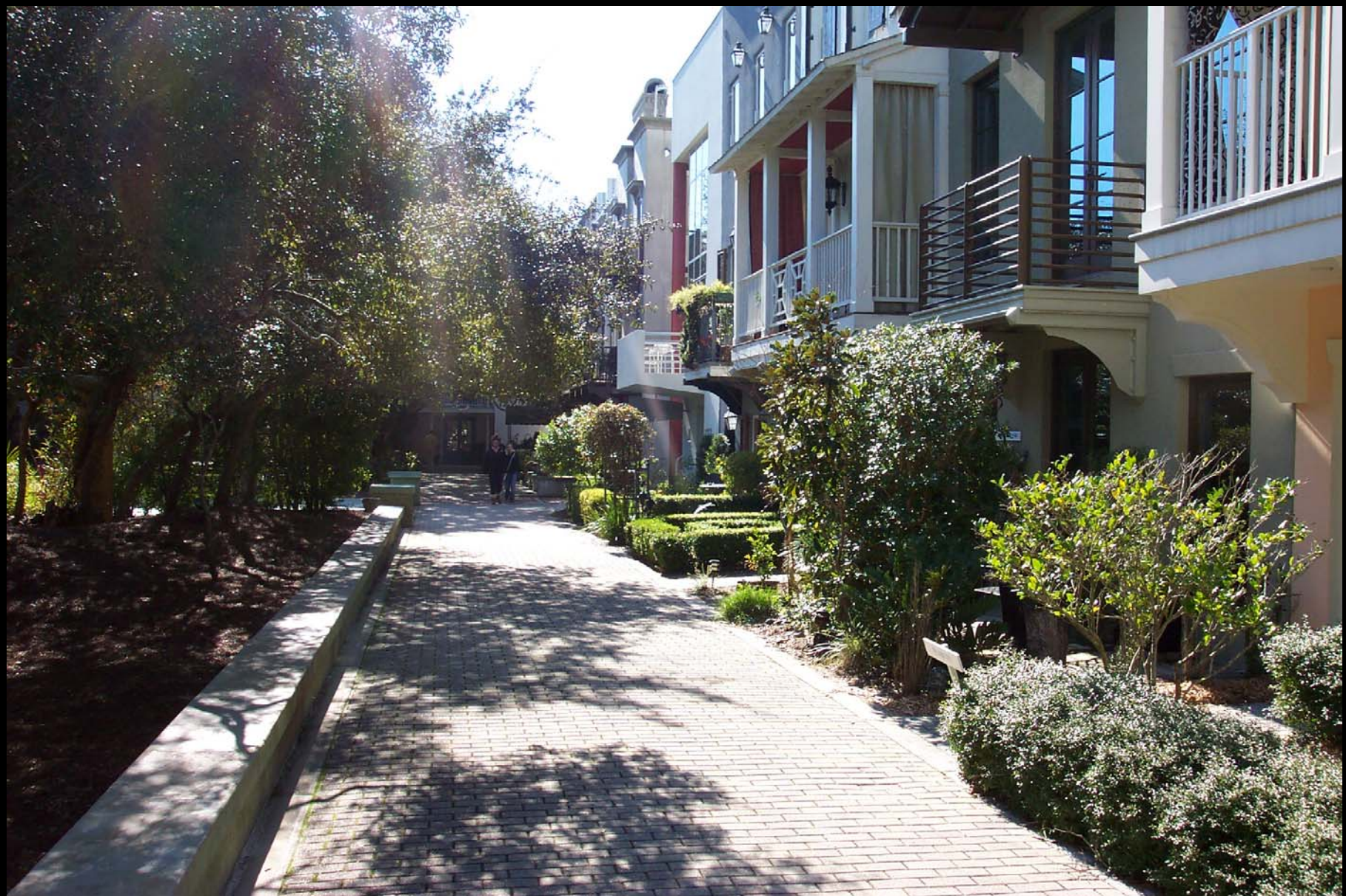














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What inspires you?
Place your focus there



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



www.notsobig.com

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



www.notsobig.com