

Exploring Innovation: A New American Neighborhood for the “New Normal”

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Exploring Innovation:
Community Development
In Times of Austerity
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We are likely in the most dramatic transition in American housing since the era following WWII.

U.S. Population

1950	152 million
2000	281 million

Density of Cities, 1950-2000 (More than 30,000 Population)

1950	6,500 persons per square mile
2000	3,700 persons per square mile



Between 1950 and 2000

- The share of Americans living in suburban areas rose from 27% to 52%.
- The suburban population grew by 100 million, from 41 million to 141 million.
- And suburbia accounted for three-quarters of the nation's population change.

The future may not be like the past.



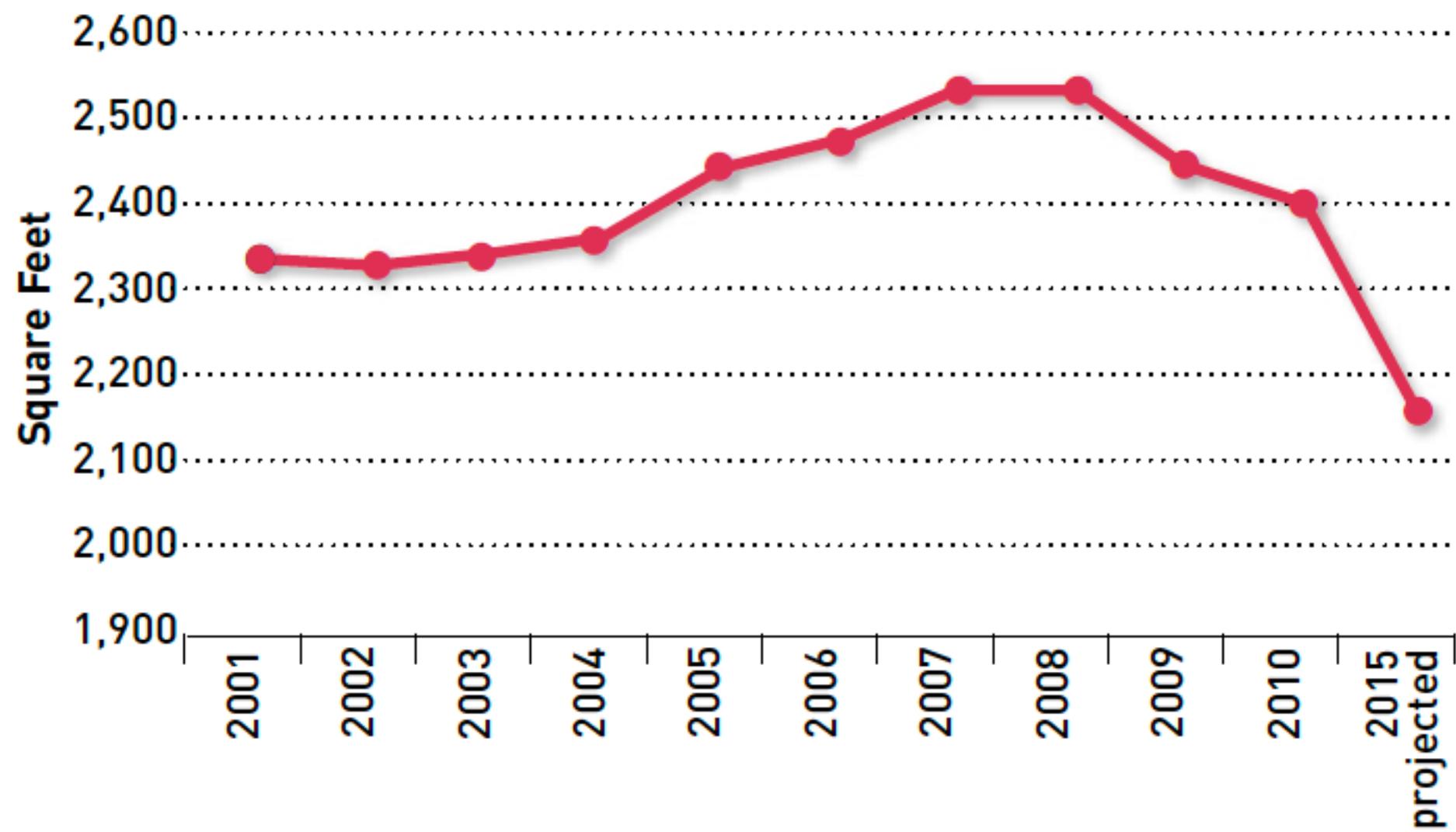
CONVERGENCE OF WANTS AND NEEDS



“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.”

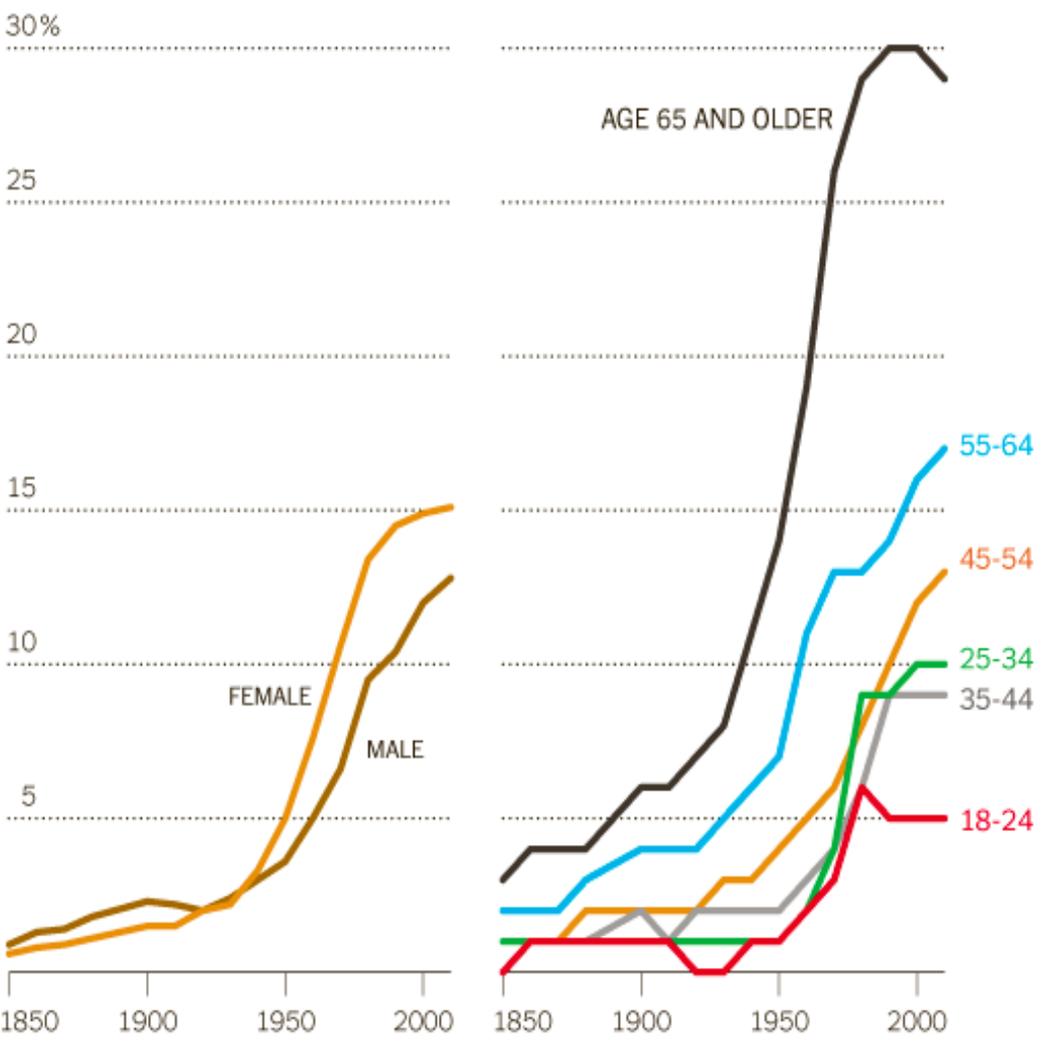
Patrick C. Doherty & Christopher Leinberger
Washington Monthly, Nov/Dec 2010

Average Area of New Single-Family Houses, United States

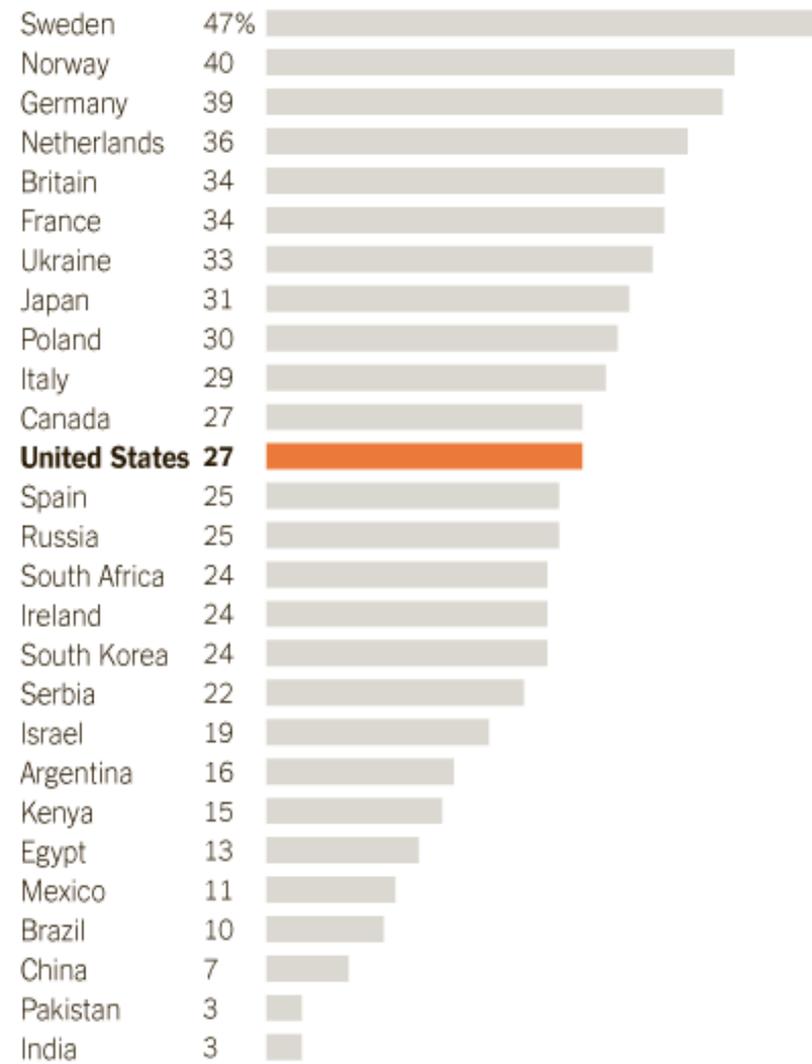


Sources: U.S. Census; National Association of Home Builders.

Percent of adults who live alone, by gender and age, 1850-2010.



Percent of households with only one occupant.



Sources: NY Times (Feb. 5, 2012) Analysis by Susan Weber and Andrew Beveridge, Queens College, CUNY, from historical and current census data; Euromonitor International (households abroad)



Projected Household Growth by Type, 2010-2030

	Change	Share of Growth
• Total Increase in HHs	22%	
• HHS w/Children	10%	13%
• HHS w/o Children	28%	87%
• Single-Person HHS	44%	53%

Change and Share of Growth in Households by Age Category, 2010-2030

HH Age	% Change	Share of Growth
Total HHS	22%	
35 & under	11%	10%
35-64	6%	16%
65+	75%	74%



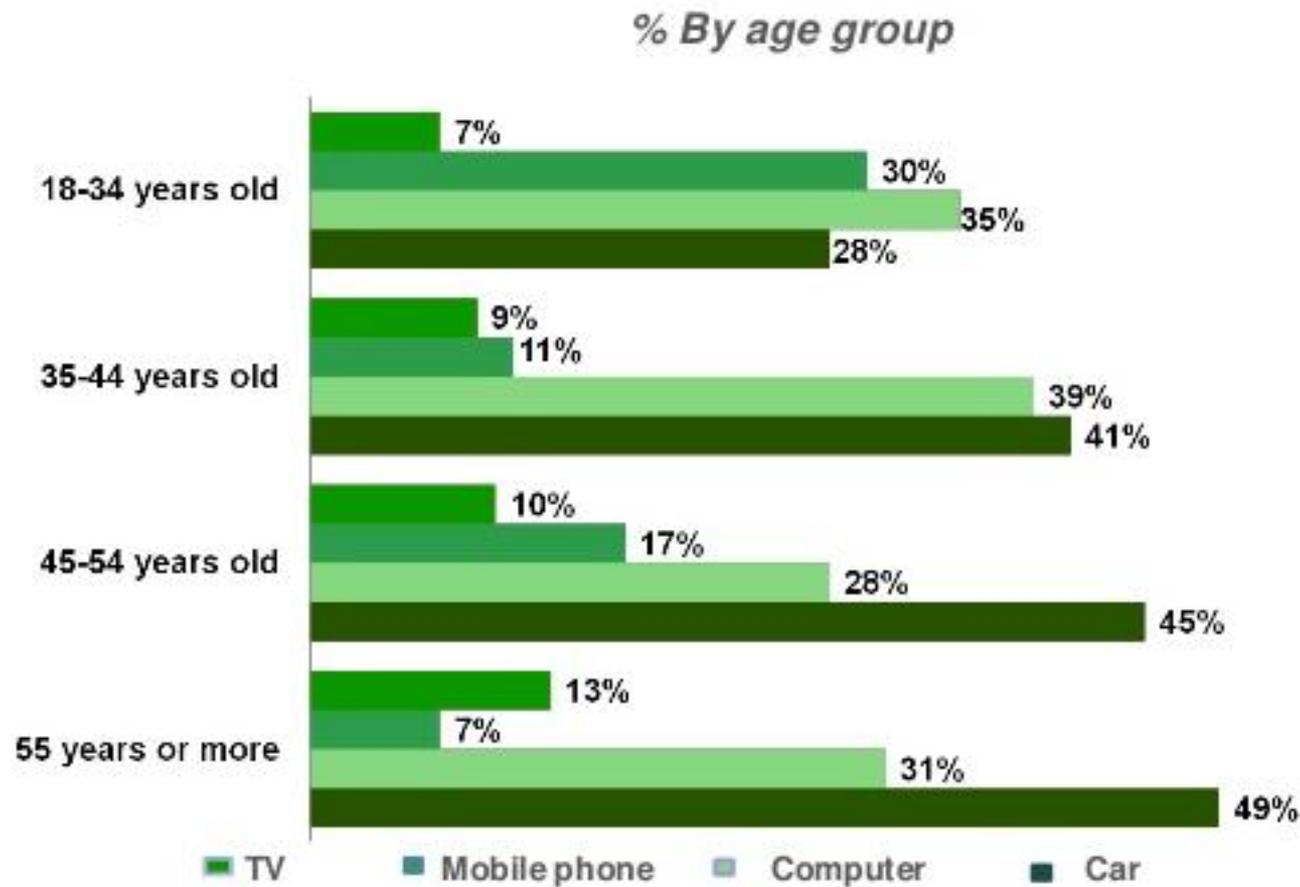
Table 4: Factors in an Ideal Community (High Priority)

FACTORS IN AN IDEAL COMMUNITY	% HIGH PRIORITY
Locally owned businesses nearby	55%
Being able to stay in the same neighborhood while aging	54%
Availability of sidewalks	53%
Energy-efficient homes	52%
Availability of transit	50%
Neighborhood parks	49%
Mix of housing price ranges	43%
A place that attracts young professionals to live	42%
A place with lots of things for kids to do	41%
Mix of housing choices	41%
Schools within walking distance	37%
Jobs within walking distance	33%
Unique character and/or culture	32%
Restaurants within walking distance	31%
Availability of bike lanes	25%
A place with lots of young children	17%

Source: APA Survey, June 2012

The New Look of “Mobility”

In your daily routine, losing which piece of technology would have the greatest negative impact on you?





What Americans Want

House Type	Demand (2006-2011)	Supply (2009)
Attached	37%	30%
Small Lot	36%	20%
Larger Lot	27%	50%

Source: Arthur C. Nelson, Reshaping Metropolitan America

“By 2030, one-quarter to one-third of America’s 143 million households will want the very kinds of options provided in mixed-use, amenity-rich transit-accessible options that commercial corridors and nodes provide . . . If all new homes built in America between 2010 and 2030 were built in these locations, demand for this option would not be met.”

-- Arthur C. Nelson, Reshaping Metropolitan America: Development Trends and Opportunities to 2030



The Affordability Challenge

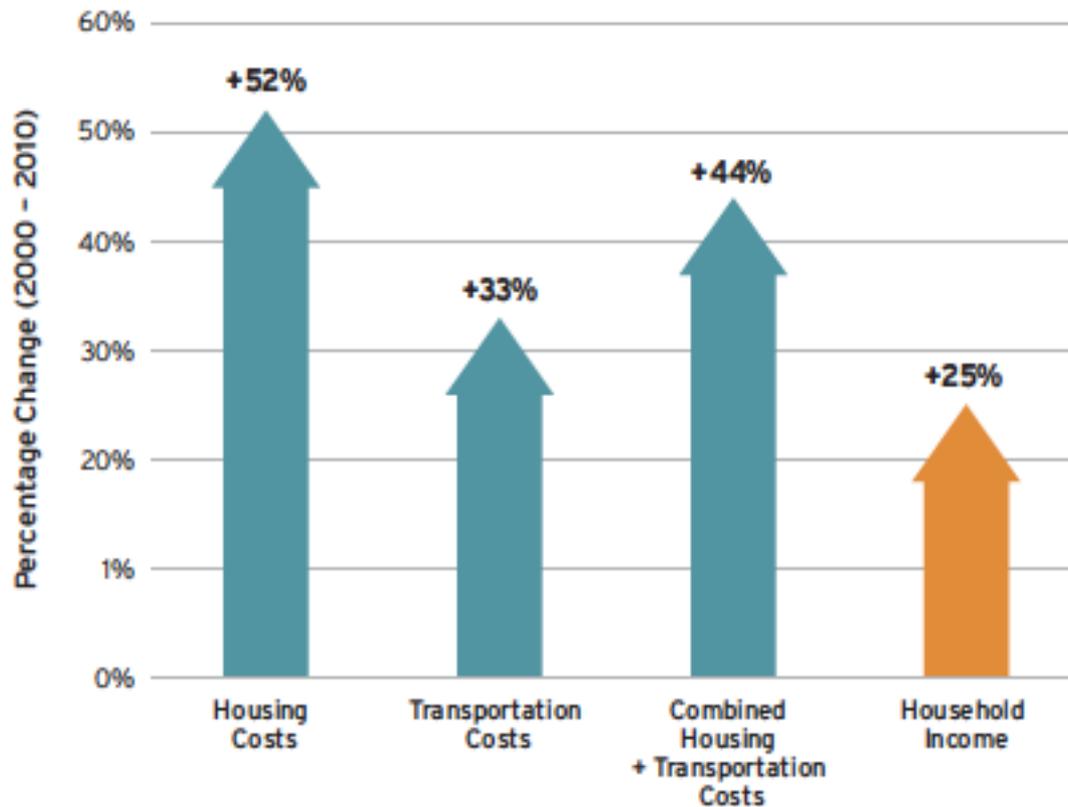
Median US HH income, 2006-2010: \$52,000

Qualifies for mortgage on home for: \$130-175,000

Median price, existing home (Sep., 2012): \$184,000

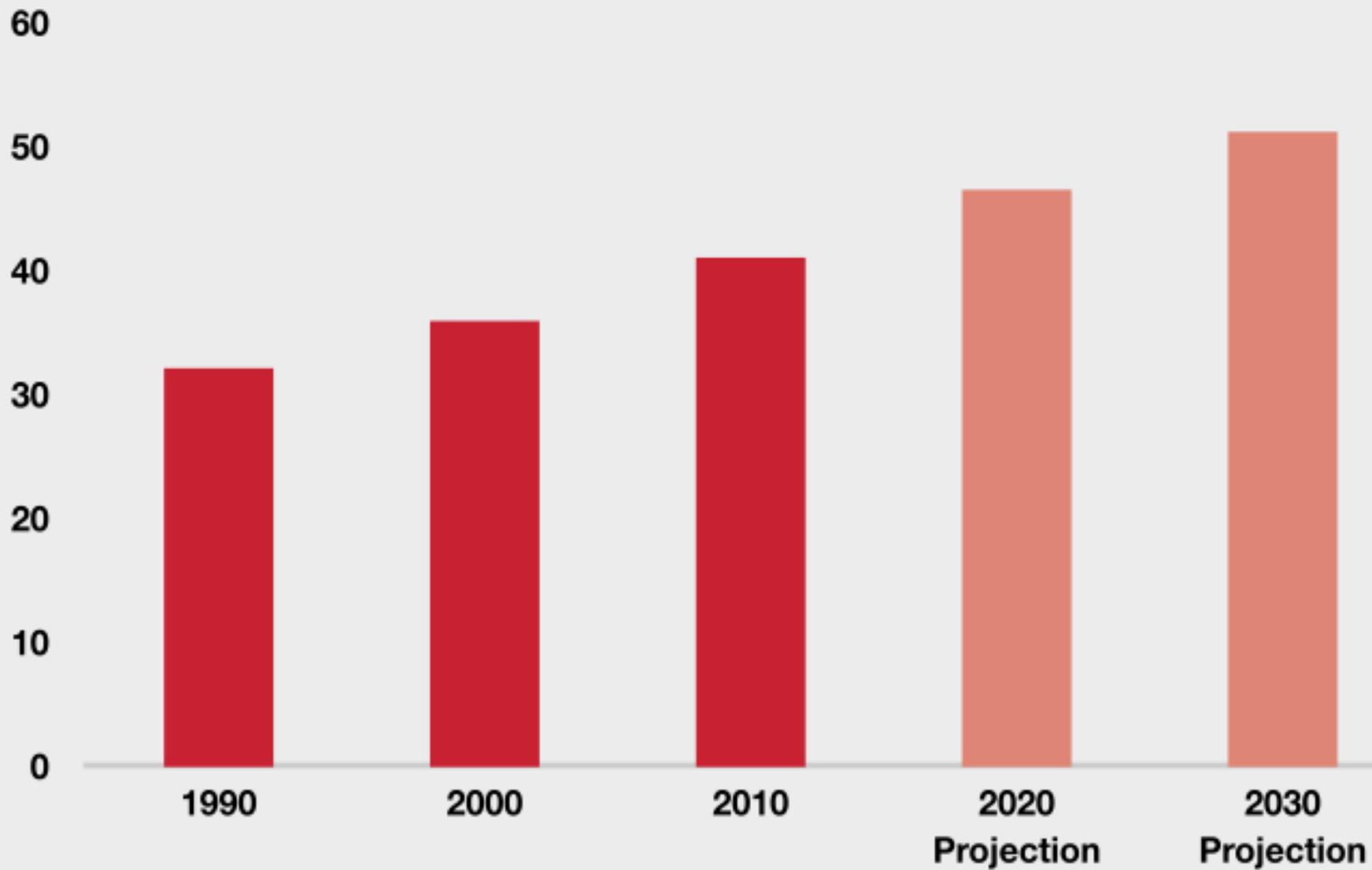
Realistic Affordability

**Rising Housing and Transportation Costs vs. Incomes
for the Median-Income Household in the Largest 25 Metro Areas**
(costs and income are not adjusted for inflation)



Source: "Losing Ground," Center for Housing Policy (<http://www.cnt.org/news/2012/10/17/housing-and-transportation-costs-outpacing-incomes/>)

RENTER HOUSEHOLDS IN MILLIONS



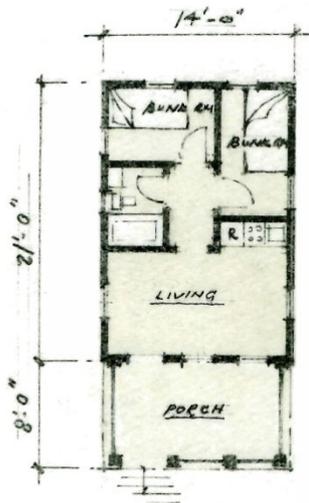
Source: Bipartisan Policy Center

An instant austerity lab: National Disaster

FEMA “Neighborhoods”



An Alternative Approach



2.
294 sq ft collage
1/8" = 1'-0"
Marianne cusato



COTTAGE SQUARE



The Original Katrina Cottage





Cottage Square





Cottage Square





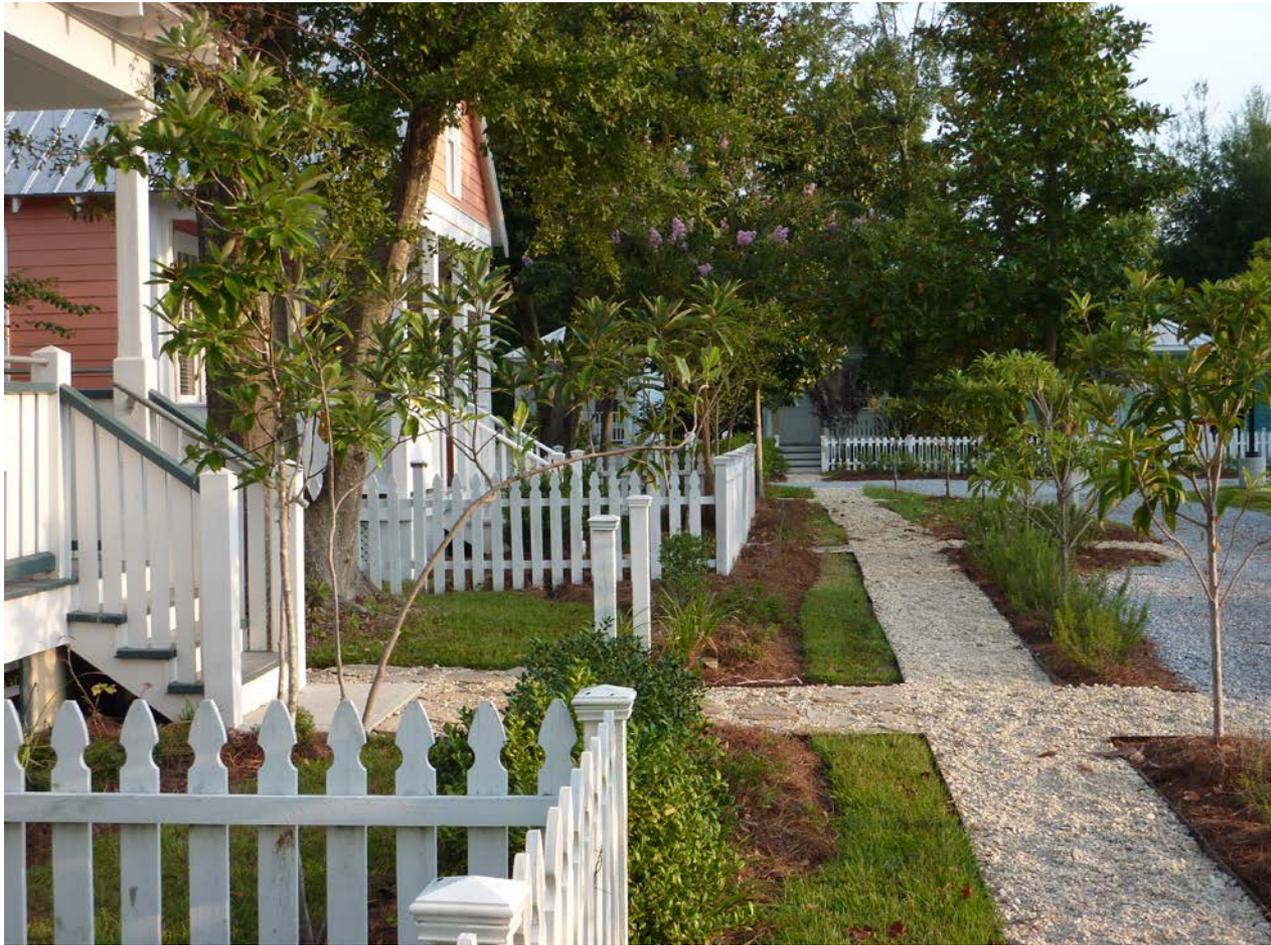
Cottage Square







Cottage Square



Mississippi Alternative Housing Pilot Program; Mississippi Cottage

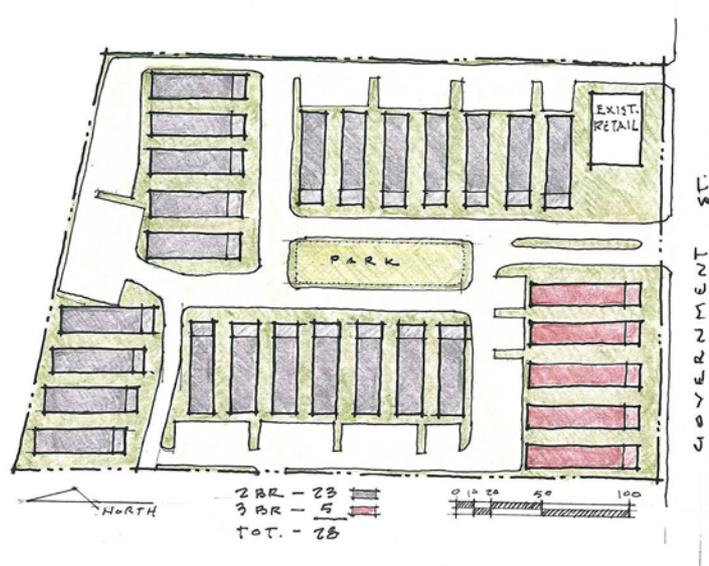


Permanent Placement





Oak Park



CONCEPTUAL LAND PLAN

COTTAGES AT OAK PARK
OCEAN SPRINGS, MISSISSIPPI

Oak Park



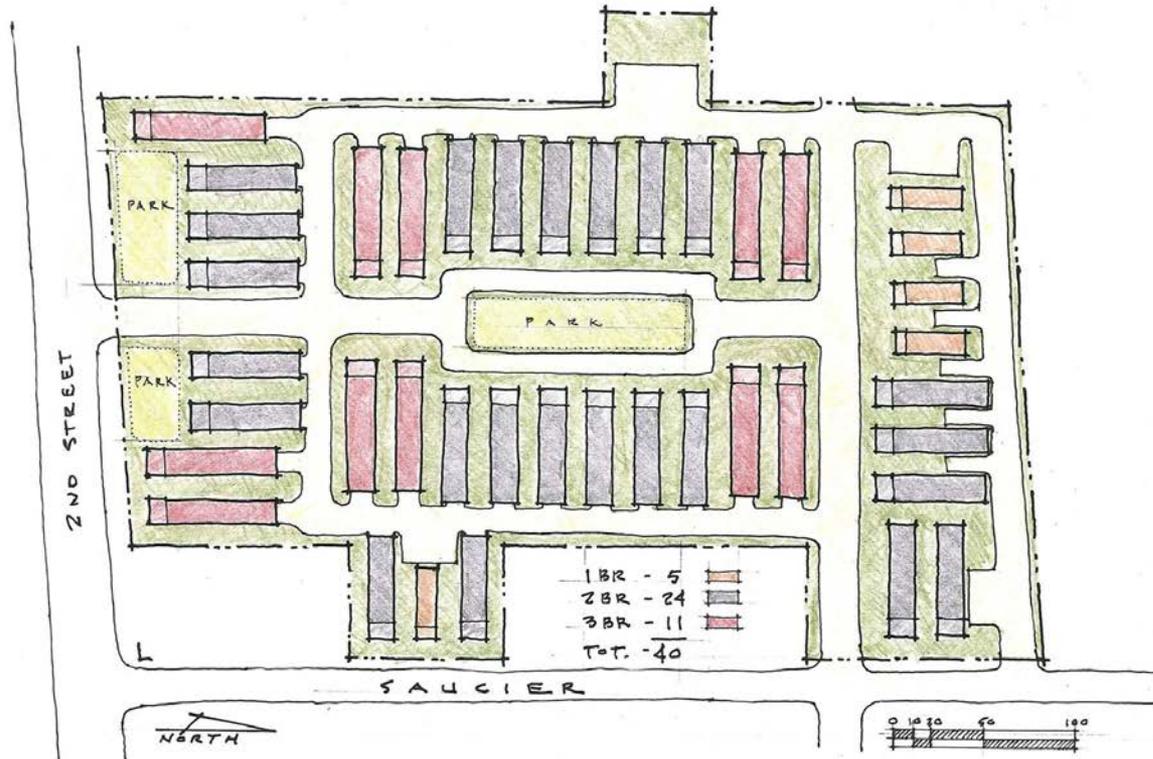
Oak Park



Eco Cottages



Second Street



CONCEPTUAL LAND PLAN

COTTAGES AT SECOND STREET
PASS CHRISTIAN, MISSISSIPPI

Second Street



Eco-COTTAGE SCHEMATIC DESIGN

3 BEDROOM PLAN ELEVATED FOR PASS CHRISTIAN, MS



Cottages at 2nd Street



Cottages at 2nd Street



Lessons Learned

Make 'em safe:

- Engineering & design
- Location
- Materials

Lessons Learned:

Make 'em efficient:

- Neighborhood location & site planning
- Interior space design
- Energy efficiency
- Accessibility

Lessons Learned:

Make 'em appealing:

- Location
- Market-sensitive architectural design
- Site planning/landscaping
- Quality materials
- Accessibility

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