How smaller homes got started again in the Puget Sound area.

Soules Company
Start with great demonstration projects, evaluate, then code!

- My message – use stealth approach!
- Small (<1,000) & moderate (<1,500) detached homes normal 30 years ago.
- There is a way & need to bring back.
- Will present ten year process where smaller detached is normal again.
- Yep some lessons learned in process!

Soules Company
1997-2007 seven projects with home sizes from 486 to 1,500 SF

Soules Company
Jim Soules Background

- UCB Architecture NO, so Economics
- First job, Marin County, CA, Planner
- Peace Corps, Afghanistan
- Harvard Business School
- Orange County, CA, Developer 70’s
- Country Director, Afghan Refugees
- Exec. Dir., Seattle Housing Non-Profit

Soules Company
Clusters of smaller detached housing as infill is not a new idea.
New City of Kirkland, WA 2007 code may still be most progressive in US

• Option to typical single-family zoning from dwelling units per acre to floor area per acre.
• Max. Home Size – 1,500 SF
• Encourages smaller homes
• Ordinance No. 4120
Kirkland Process for Innovative Housing Codes

- Electeds and Staff visited Third Street Cottages completed 1998
- 2000 Formed Housing Task Force
- 2002 Demonstration Project RFP
- 2 of 5 proposals accepted
- 2005 two projects completed

Soules Company
Teaser Code Summary

- Alternative to Minimum Lot Size
- Allowed in all single-family zones with 7,200 to 12,500 SF minimum lots.
- 35% FAR of net buildable site
- Detached homes up to 1,500 SF
- Carriage homes up to 800 SF
- 2 or 3 Unit homes up to 1,000 SF

Soules Company
Kirkland Innovative Housing Demonstration Program

- Intent – more housing choices
- Bonus based on proforma plat with 7,200 SF lots
- 2 cottages (<1,000 SF) per lot
- 1.5 compact (<1,500 SF) per lot
- Director has discretion
BUT process really got started with a project built in 1916!

- Ten 400 SF homes in SF zone.
- Seattle allow renovate if same size/footprint, or build big homes.
- So renovated as is with parking.
- Sold out. Huge media.
- New cottage code, never applies.

Soules Company
Pine Street Cottages
Seattle, WA


Soules Company
Pine Street Cottages
Seattle, WA
So Built First CHD in U.S.

Third Street Cottages, Langley, WA

Completed 1998

Soules Company
Third Street Cottages
8 cottages, 29,400 SF site, 11.8 du/acre

Soules Company
Smaller is Greener

• Greatest impact is extraction, transportation, manufacture, and maintenance of building materials.
• Smaller Homes use less energy
• Increase average density towards 15 DU/acre supports public transit.
• Size Matters!

Soules Company
Market Ready for Smaller Detached

• 60% of US households 1 or 2 person.
• 27% single in US, 40% in Seattle
• Less than 22% 2 adults with 1+ child!
• The “new now” economy
• Demand for streetcar neighborhoods
• Dissatisfaction with condominiums

Soules Company
Start with Demonstration Projects

• Production builders are risk adverse and not innovators
• Const. lenders rely on appraisers
• Appraiser rely on comparables
• Realtors say smaller won’t sell
• Public officials risk adverse too!
Consumers Drive Change

• If no quality smaller homes to see consumers think it is not possible.
• Target Cultural Creatives – 20+% of market. Civic, Green, Smart. $$
• Start high quality, get market acceptance first. Consumers follow!
• Think Mini-Cooper, then Scion!

Soules Company
Build Models to Show What Possible

- Buyers now have new choice
- Planning staff takes officials
- Other builders copy
- Neighborhoods can evaluate
- Lenders feel comfortable
- Realtors still hard to convince

Soules Company
Change means Innovation and Risk

• Innovation usually comes from small, maverick developers.
• Start small with high bar!
• Encourage a team with developer and architect as partners.
• Get good project in consumer media – professional media doesn’t matter.

Soules Company
But Make Sure Good Design Guidelines in Place or Backlash!

Soules Company
Danielson Grove
Kirkland Demonstration Project

Complete Fall 2005

Soules Company
DG Site – Ten 7,200 SF Lots
Danielson Grove

Soules Company
Description
Danielson Grove

- 16 homes – 2 cottages + 2 compact
- 700 SF 1 BR + 800 SF 2 BR
- Compact from 1,200 to 1,500 SF
- Detached clustered garages
- 3,000 SF lots facing on courtyards
- Commons Bldg. over Vault
Danielson Grove

- Net Buildable Area = 79,656 SF
- Standard zoning = 10 – 7,200 SF lots likely each 3,000+ SF homes
- Built 16 homes ranging from 700 SF 1 BR to 1,500 SF 3BR homes
- Density – 5.5 to 8.8 DU/acre

Soules Company
Soules Company

First Floor
- Living Room: 10'-1" x 13'-6"
- Kitchen: 12'-7" x 11'-1"
- Dining Room: 10'-6" x 11'-1"
- Bedroom: 11'-6" x 20'-6"
- Bathroom: full

Second Floor
- Bedroom Suite: 11' x 13'-6"
- Bedroom 2: 11'-5" x 12'-6"
- Bathroom 1: three-quarter full
- Bathroom 2: full

Total Heated Area: 1497 sq ft

Danielson Grove
Kaleah

First Floor
- Bedroom
- Bath
- Covered Porch
- Living
- Dining
- Kitchen
- UP

Second Floor
- Bedroom 2
- Bedroom 3
- Bath 2
- Bath 3
- Laundry
- Closet
Kirkland Bungalows

Developer - Cam West
Architect – Mithun

Soules Company
Kirkland Bungalows
Kirkland Demonstration Project

Net Buildable Area = 71,155 SF
Standard zoning = 10 - 7,200 lots likely each with 3,000 SF home
Built 15 - 1,300 SF 3 BR homes with 200 SF attached garages.
Density – 6.1 to 9.2 DU/acre

Soules Company
Post Project Innovative Housing Evaluation

• Demonstration code required outside consultant evaluation
• Projects were well-received
• Similar projects will work in other neighborhoods
• More work needed on standards
New Code Development Process

- Outside consultant conducted focus groups, met with residents, met with neighborhood groups
- Consultant met with developers
- Staff prepared revised code
- Several Planning Comm. Meetings, Council adopted 12-07
Cottage, Carriage and Two/Three Unit Home Code - 2007

- PURPOSE - To provide choices in housing types through projects that are compatible with existing single-family homes, and to promote housing affordability by encouraging smaller homes.
New Code – Key Components

• Max. FAR - .35
• Max. Density – Double zone allowed
• Project Size – Min. 4; Max. 24
• Project Separation – 500 to 1,500 feet
• Park – <700=1; <1,000=1.5; <1,500 = 2
• Coverage - < 50%
• Height – 25’ with 6/12 above 18’
Cottage Standards

- Covered porches – min 64 SF
- Height – 18’, but 27’ if 6:12 pitch
- Garage area > 250 SF is FAR
- Yards – 20’ public street, 10’ side
- Parking – Under 1,000 SF = 1.5
- Parking 1,001 to 1,500 SF = 2
Two and Three Unit-Homes

- Two Unit – 1,000 SF, 2,000 total
- Three-Unit – 1,000 SF  3,000 total
- May convert existing homes
- Look like a single family home
- Some parking allowed in front
- Design review if more than one
- Director may modify if intent met
Median Income Housing

• Projects with 10 or more units
• Sliding scale – 10 units 1 at 100%;
• 11 units 1 at 98%, on so on to 24 units 2 at 92%
• Affordable housing not counted in FAR, but size limited.
## Who lives at Danielson Grove?

<table>
<thead>
<tr>
<th></th>
<th>16 Homes</th>
<th>10 Typical Homes (guess)</th>
</tr>
</thead>
<tbody>
<tr>
<td># Adults*</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td># Dependents under 18</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td># Dependents over 18</td>
<td>0</td>
<td>?</td>
</tr>
<tr>
<td><strong>Total Residents</strong></td>
<td>28</td>
<td>30+</td>
</tr>
<tr>
<td># Autos</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td># RVs</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td># Walk, bike or bus to work</td>
<td>2</td>
<td>?</td>
</tr>
<tr>
<td># Retired Adults</td>
<td>1</td>
<td>?</td>
</tr>
</tbody>
</table>

**Households**
- One person: 6
- Two persons: 9
- 3 Persons: 0
- 4 persons: 1

Soules Company
Smaller is More!

• Smart Growth – get suburban density to 10+/acre to promote public transit.
• Climate Change – Smaller homes require less material, less energy.
• Walkable Community–more density opens opportunities for non-franchise neighborhood stores (require onsite made products!).

Soules Company
Jim Soules
jim@soulescompany.com
Soules Company