Cozy by Design
Communities for the 21st Century

Presentation in Raleigh, North Carolina
April, 2014
Development Costs

- Land: 20%
- Materials: 30%
- Labor: 30%
- Fees (Consultants, Government fees, Insurance, loans, etc.): 10%
- Profit: 10%
What exactly is Coziness?

Example: 20 family dwellings

- **Dwelling Units/acre**: 20 Kitchens/acre
- **Bedrooms/acre**: 50 bedrooms/acre (assume 2.5 brms/d.u.)
- **People/acre**: 88 people/acre (assumes 1.75 people/brm)

Extrapolate to City-Wide (assumes about 30% of project density)

- **People/acre**: 26 people/acre
- **People/sq. mile**: 26 people X 640 acres/sq mi = 16,640

San Francisco
Development Costs and **Coziness**

Higher levels of **Coziness** lower development costs per unit by achieving economies of scale.

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Coziness and Cultural Adaptation

- Rome, 5,150/sq mi
- London, 11,000/sq mi
- Paris, 64,000/sq mi
- Raleigh, 3,000/sq mi
- Athens, 26,500/sq mi
- Amsterdam, 11,200/sq mi
- Moscow, 31,500/sq mi
Chicago 12,400/ sq mi

San Francisco 16,000/ sq mi
(Mumbai slums, at 1 and 2 stories)

Brooklyn 26,000/ sq mi
Manhattan 67,000/ sq mi

Seattle 5,430/sq mi

Salt Lake City 1640/ sq mi

Phoenix 2,700/ sq mi

Denver 3,250/ sq mi

Boston 12,200/ sq mi
Benefits of Higher Levels of **Coziness**

- Reduces costs of land and land development per unit
- Reduces all other development costs per unit
- Improves the financial feasibility of public transit
- Improves the viability of local retail
- Increases social connections, participation in local institutions
- Increases and enriches cultural life
- Decreases automobile dependence, air pollution; increases walkability and healthier lifestyle
Possible Negatives of Higher Levels of Coziness

- Increases value of real estate, causing displacement
- New people to a neighborhood may be insensitive to its history
- Increases load on local schools
- May increase traffic and demand for parking, depending on land use distribution
- Increases demand for services
5 Ways to change attitudes to accept more Cozy Communities

1. **Participatory Design:** involve neighbors and potential buyers/renters in earliest stages

2. **Collaborative Design:** involve planning and other agencies as participants or observers

3. **Fitting the Context:** understand the local history, culture and latest local available technologies

4. **Personalization:** Provide opportunities for residents’ self-expression and change

5. **Sustainability:** understand local climate and economy to save energy, water, land, material resources; mixed use and transit-related
Community Participation in Planning and Design

Neighbors can be organized by the developers and their architects into work teams using modeling kits to explore site plan options, home designs and stylistic preferences. In the process, neighbors become educated about how to design for higher levels of coziness without losing the character of their neighborhood.
Design workshops with neighbors

Resulting levels of coziness acceptable to neighbors have sometimes been as much as two-three the existing neighborhood after the neighbors have a chance to study their options with modeling kits.
3. Fitting In

Comfortable Coziness: Lower massing in the front, higher massing in the rear along the interior auto courts; use compatible styles 22/acre; 100 people/acre
Expandable,
Live-Work,
In-Laws
Double-height front rooms can be used as living rooms or businesses. Front patio walls provide privacy and sound protection, but large windows in the patio walls allow them to be used as show windows for businesses.

**Live-Work:** Re-Populating Formerly Commercial Boulevards

- 35 people/acre
- 130 people/acre
Behind the storefronts, families use the autocourt for social gatherings and play areas.
HOPE VI

Auto + Pedestrian Courts

35/acre; 145 people/acre
1 auto/unit
Hillside Townhomes

40/acre; 150 people/acre
Downhill Townhomes: Group Garages
Live-Work on the boulevard

40/acre
150 people/acre
Senior Housing as ‘Grand Hotel’

40/acre
60 people/acre
An Apartment Building as a ‘Lodge’

Puyallup, WA

Seniors

Formerly Homeless Women and Children

40/acre

55 people/acre
Family Infill
Underground Parking

Porches with stoops rise to the lid above the parking garage.

Courtyard above parking garage

50/acre
185 people/acre
Mixed Use: Housing above adult education and child care on two boulevards with six bus lines: 75/acre
Family Village: behind the boulevard building 35-10/a
92 Downtown Lofts/Apartments

135/acre (TYPE V, Wood Frame) ; 200 people/acre

28'-wide, 50'-tall court provides ample space, light and shade for the residents.
51 Rental Apartments (36 townhomes, 15 flats on 1/3 acre)

150 Units/Acre; 500 people/
4. Personalization
5. Sustainable

- Compact
- Mixed-use
- Transit-related
- Climate, energy, water
- Materials
Mixed Use, Transit related

20 market rate co-housing, 20 rental for very low incomes

40,000 sf of retail, commercial, educational, cultural uses

100 years old: vacant since 1980—restored by a non-profit corporation
Market Hall, street cafes, affordable housing, convenience store, commercial space, plaza
Cultural activities, farmer’s market, co-housing, children’s art institute
Conversion of former market hall into co-housing
Downtown Affordable Family Housing

100/acre; 350 people/acre
Transit-Related Rental

Phoenix

30-120 AMI

100 units/acre

375 people/acre
“Each man is forever thrown back on himself alone, and there is a danger that he may be shut up in the solitude of his own heart.”

“Americans of all ages, all conditions, and all dispositions constantly form associations ...commercial and manufacturing associations... associations of a thousand other kinds-- religious, moral, serious, futile, general or restricted, enormous or diminutive. Wherever at the head of some new undertaking you see the government of France, or a man of rank in England, in the United States you will be sure to find an association”