

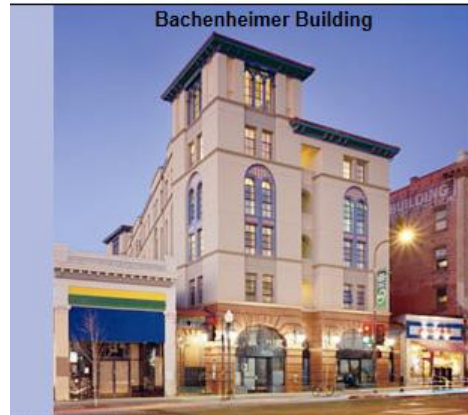
# PANORAMIC INTERESTS

CREATORS OF: SMARTSPACE®

**Micro development: On the verge of getting macro?**

# Innovative Infill Development

2116 Allston Way, Suite One • Berkeley, CA 94704



Bachenheimer Building



Fine Arts Building



Touriel Building



2130 Center Street



Gaia Building

*Possibilities to add convenience,  
intensity and cheer in cities...  
are limitless.*

-- Jane Jacobs

*The Death and Life of Great American Cities  
(1961)*

*More than any other  
human artifacts, buildings  
improve with time -  
if they are allowed to.*

-- Stewart Brand

*How Buildings Learn  
(1994)*



SmartSpace® SoMa



Berkeleyan Apartments



Acton Courtyard



ARTech Building



University Lofts



Shattuck Lofts



Henry Court



Westside Place



UC Storage



**KLAUS**  
multiparking



*Cities exist not for the passage  
of cars, but for the care and  
culture of human beings.*

-- Lewis Mumford







**INSPIRATION**





# SMARTSPACE®

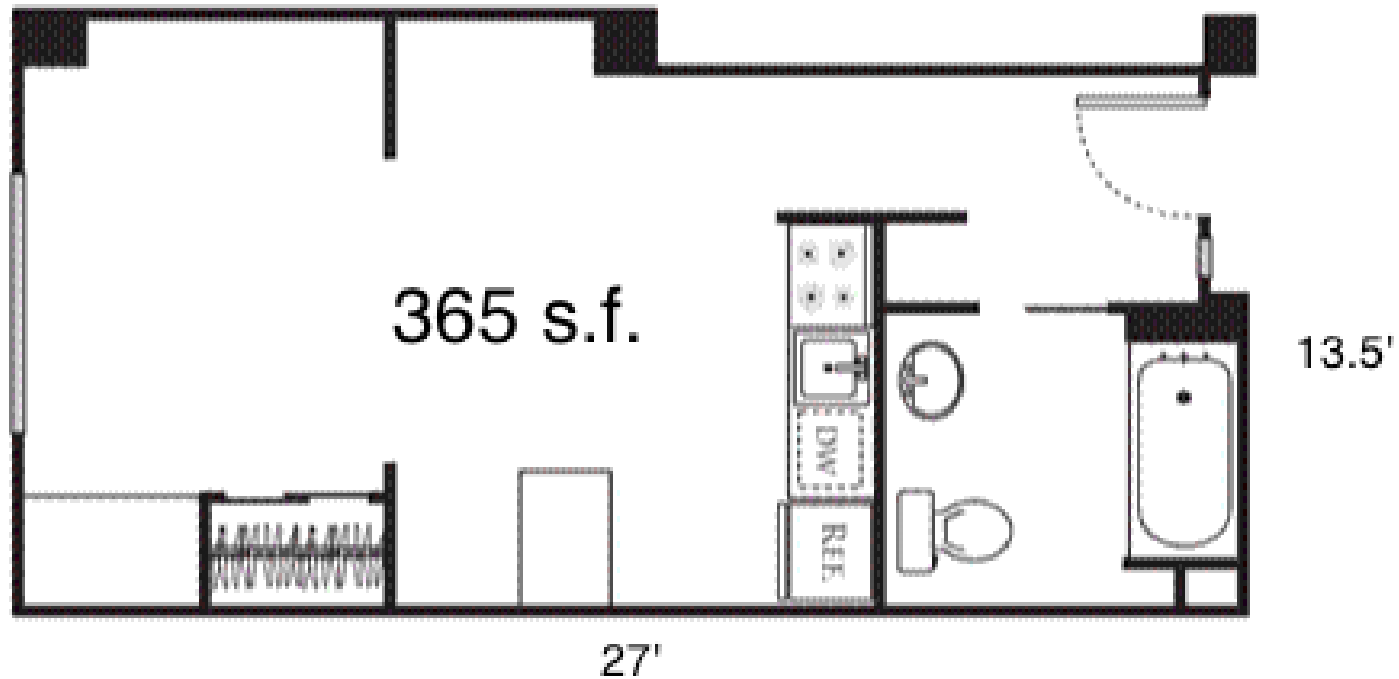
S M A L L   S P A C E   B I G   D E S I G N

## SMARTSPACE® is:

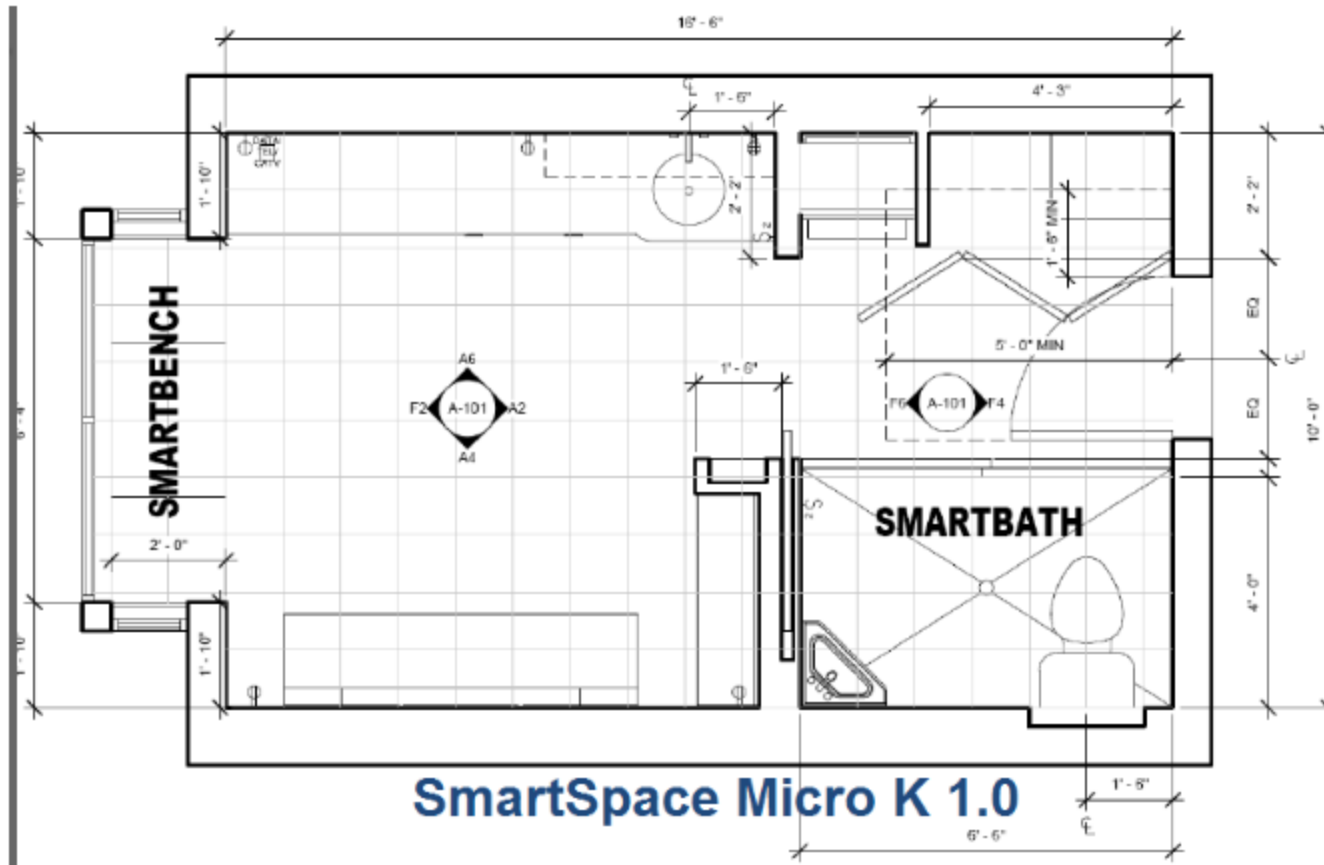
- Space in which each area is used 2+ times
- The culmination of 3 years of research
- Functional, Efficient, and Comfortable
- Urban infill (close to work and transit)
- Car-free (with car-sharing & bike parking)



# Too Big



# Too Small



166 s.f.



## SmartSpace™: Opportunities for a New Real Estate Product

by

Si Yuan Qiu

Submitted to the Center for Real Estate on July 24, 2009 in Partial Fulfillment of the Requirements  
for the Degree of Master of Science in Real Estate Development

### ABSTRACT

SmartSpace™, or “S2” for short, is a super-efficient, super-cool, super-small studio apartment with many built-in features designed to be built in very high density, prime, city locations. This thesis has two main objectives: 1) explore the design of SmartSpace™ and recommend changes so that it will better fit the needs of its users; and 2) identify target markets and locations for S2 development.

To achieve the first objective, I stayed in an S2 prototype unit for five days and five nights to get the full SmartSpace™ experience. During my stay, I surveyed 14 graduate students and young professionals to collect their feedback regarding the design of the unit. My S2 experience was generally positive, but the unit felt more like a hotel than an apartment. To live there for a year or more, I recommended among other things, a larger, more functional kitchen, a redesigned bathroom/shower, and a bigger closet. Survey participants had similar and additional detailed feedback. The suggestions were reported to the developer and architect working on S2 so the improvements can be made.

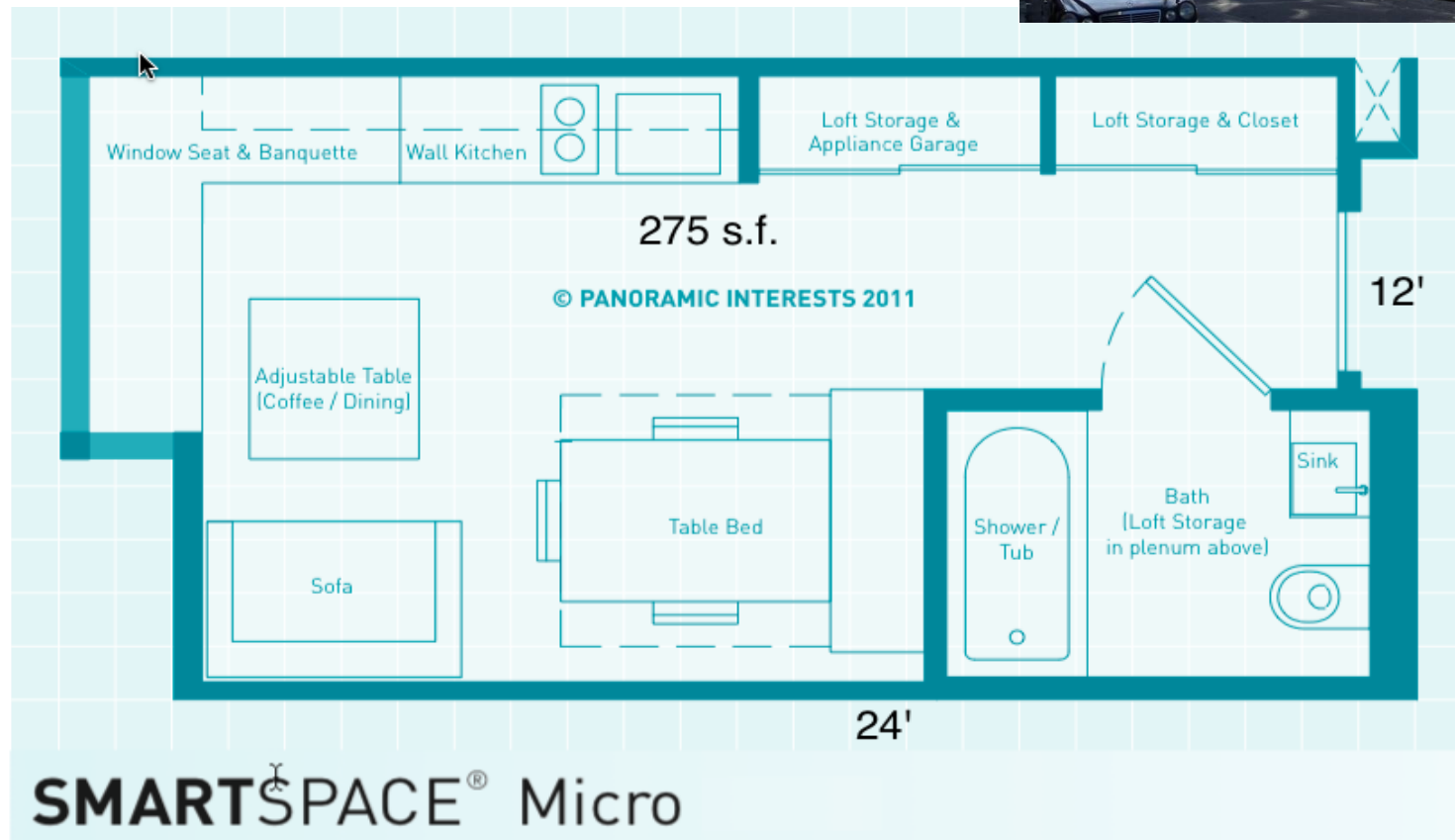
To achieve the second objective: 1) historical trends and precedents of small living space were studied; 2) housing representatives at various universities were interviewed about graduate student housing needs to make conclusions as to what groups of students would be best for S2 development. A methodology was created utilizing various criteria to assess potential locations for S2 development. Finally, the site was assessed using the same criteria as those used for other locations. Locations found to be best for S2 development are: downtown Manhattan; Pacific Heights and San Francisco; and Berkeley was found to be a fair location.

“I recommended, among other things, a larger, more functional kitchen, a redesigned bathroom shower, and a larger closet...”

Thesis Supervisor: Dennis Frenchman

Title: Professor, Department of Urban Studies and Planning

# Just Right





# Micro Living Trends





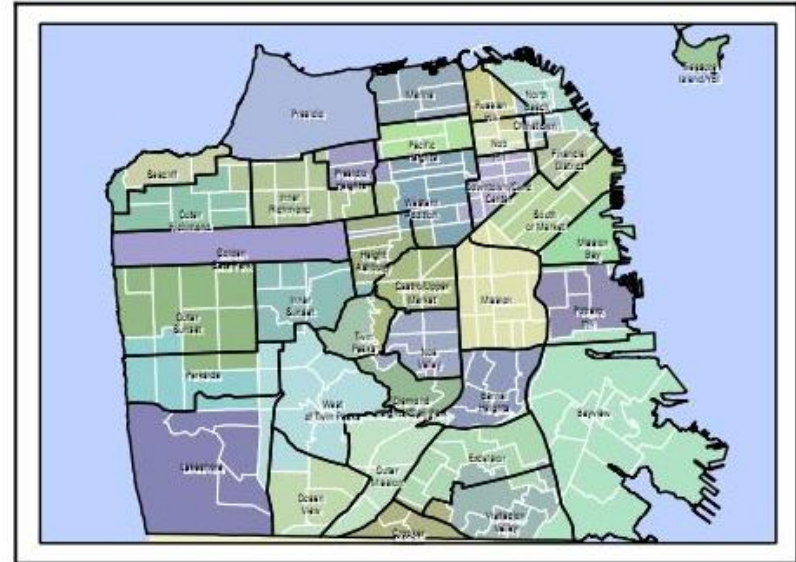


# San Francisco at a Glance

## DEMOGRAPHICS

Total Population*	805,240
Group Quarter Population	17117
Percent Female	49%

<b>Households</b>	324,180
Family Households	44%
Households with Children, Pct of Total	18%
Non-Family Households	56%
Single Person Households, Pct of Total	41%
Avg Household Size	2.4
Avg Family Household Size	3.5



# Going Solo: 41%

Other/Two or More Races	11%
% Latino (of Any Race)	14%

## Nativity and Language

Foreign Born

29%  
20%  
32%  
19%

3

[ULI Home](#) > [Industry Sectors](#) > [Residential](#) > [Solo Cities: How "Living Alone" Is Changing Urban America](#)

## Solo Cities: How "Living Alone" Is Changing Urban America

by **Julie D. Stern**

June 28, 2012

Text Size: [A](#) | [A](#) | [A](#)



Print



Email



Share



Facebook



LinkedIn



Twitter

“The rise in living alone is ‘the biggest modern social change that we’ve yet to name or identify’...”

rise in living alone is “the biggest modern social change that we’ve yet to name or identify,” said Eric Klinenberg, professor of sociology at New York University. He examined the effect this change is having on cities and suburbs in a keynote presentation at a [ULI Terwilliger Center for Housing](#) forum on June 21 in Washington, D.C.

Klinenberg, author of *Going Solo: The Extraordinary Rise and Surprising Appeal of Living Alone* (The Penguin Press, 2012), introduced the term “singleton” to differentiate those who live alone from unmarried “singles,” many of whom live in households with family members or others.

He argued that this trend does not mean what many people assume. Our old



Eric Klinenberg, author of *Going Solo: The Extraordinary Rise and Surprising Appeal of Living Alone*, discusses how an outmoded [image](#) of singletons, such as the rugged individualist shown on screen, is being replaced by an image of active, connected singles who contribute to community vitality.

Photo credit: © Scavone Photography

Rela

Mc  
Drc  
som  
1, 20

ULI Ec

Proje  
The o  
contri  
Fore-  
com  
three

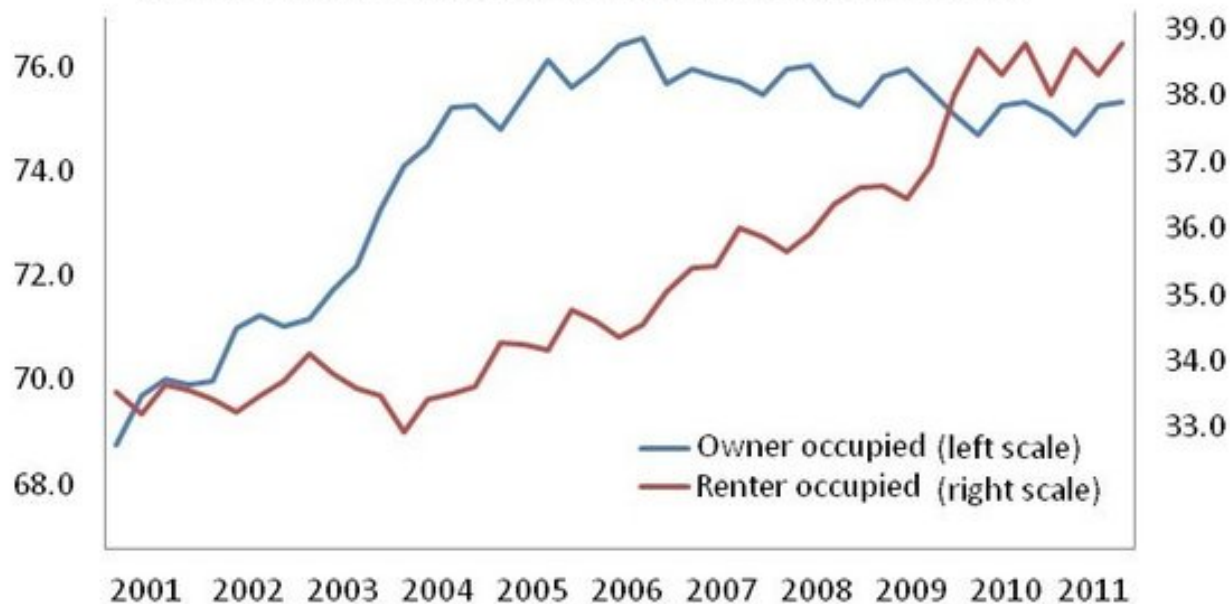




# America is becoming a nation of renters

## Rental nation

Since the housing market collapsed in 2006, rental occupancy has risen as the homeownership rate has fallen (in millions of units)



SOURCE: Commerce Dept.

By John S. Jensen



FIND A STATION

SEARCH

home

news

arts &amp; life

music

programs ▾

News &gt; Business &gt; Economy &gt; Crisis In The Housing Market

Twitter (55)

Facebook (2701)

Share

Comments (353)

Recommend (55)

## Generation Rent: Slamming Door Of Homeownership

by SCOTT NEUMAN



***"Renting is more flexible, and we not sure where we will be in a few years..."***

June 7, 2012

text size A A A

Kristi Taylor can pinpoint the precise moment she let go of the dream of homeownership. It was a few months ago, as she and her husband and infant son were driving through a neighborhood of homes near their apartment in Athens, Ga.

"As we were passing through, I realized that I don't really look at houses like I used to, when we would point at homes and say, 'That can be ours.'"





## Autos losing allure for young adults, study shows

David R. Baker

Friday, April 6, 2012

PRINT E-MAIL SHARE COMMENTS (82)

FONT SIZE: - +



Brant Ward / The Chronicle

Many teens and young adults would rather ride mass transit like Muni buses than drive these days.

[View Larger Image](#)

### GET QUOTE

Enter Symbol

GO

Symbol Lookup

### MORE BUSINESS

- Natural gas below \$2 for first time in a decade  
04.11.12
- March Madness over; now for some real madness  
04.11.12
- Caterpillar CEO's pay package grows 42 pct in

**Car** culture and the romance of the open road are losing their allure among young Americans, according to a report released Thursday by a public interest group.

Teens and young adults drive substantially fewer miles per year than their predecessors did, and many don't even bother to get a driver's license. They increasingly rely on their feet, their bikes or mass transit, according to the "Transportation and the New Generation" report.

17

[Tweet](#)

342

[f share](#)

4

[g +1](#)

Gall

W

NE

t

N

SAN

PH

MOST

1.

2.

3.

4.

5.

6.

7.





# Housing & Sharing in SF





San Francisco  
HOUSING  
ACTION  
COALITION

# 269 new units - 2011

**It's that time again! Who's your 2012 Housing Hero?**

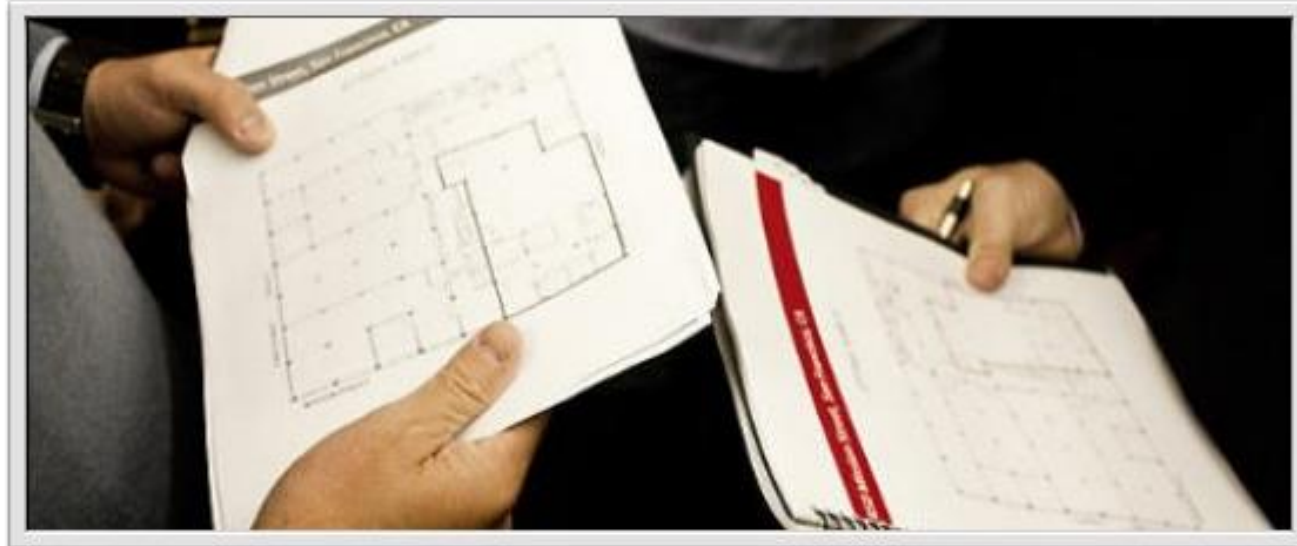
To all our SFHAC Friends:

After a pretty dismal few years, it looks like the housing market is rebounding in San Francisco. In spite of only 269 net new units being delivered in 2011, the rental market is red hot and new condos appear poised to take off. The continuing bad news is that the demise of Redevelopment and pinched local budgets have slammed major sources of funding for affordable housing. This sector does not look good, and it should concern us.

In light of this, who has made an exceptional contribution to helping solve the city's housing crises? Who has helped make more housing available to more San Franciscans at all income levels? As the SFHAC celebrates its 12th birthday, who, in your opinion, deserves to become our 2012 Housing Hero?

# "Allure of City Itself a Factor in S.F.'s Tech Boom"

San Francisco Chronicle | April 15, 2012



Here's one way San Francisco's current tech boom differs from the dot-com era: This one is creating many more jobs.

The city will have 2  
peak, according to  
LaSalle. Technolog  
the city than any other

**7,384 new tech jobs in 2012**

The city will have 44,305 ...



# SFGate

## Micro-apartment developments on rise in S.F.

Carolyn Said      Monday, November 4, 2013



"Smaller spaces require us to do a better job with the public realm,"...

"In urban core areas, proximity and convenience is more important than size. The best amenity we have to offer is the city..."



## San Francisco Announces Sharing Economy Working Group



Share on Facebook



Share on Twitter



“Cities are looking for innovative solutions to the challenging triple-crisis of economy, social division, and environment. **Sharing is unique in that it can address all three at once.**”



# LeftoverSwap

## For leftover takers

You're hungry. And cheap. We understand.

You also care about reducing waste, eating locally, and want to build relationships within your community. We also understand those things.

Simply fire up LeftoverSwap, view the available leftovers around you, make your selection, and arrange for pick-up or delivery. Your cheap, local, and community-oriented meal is waiting.



Download on the  
**App Store**

[Sign up for Android »](#)

## For leftover givers

You're stuffed. You can't take another bite, but there's so much left on your plate.

You hate the idea of throwing out food, but also don't want to be eating the same leftovers for the next few days. We understand. You want to reduce our dependence on fossil fuels and fertilizer as well. We also understand that.

Snap a picture of what you can't eat, name it, and share the rest of your meal. Your neighbors are hungry.



[Sign](#)

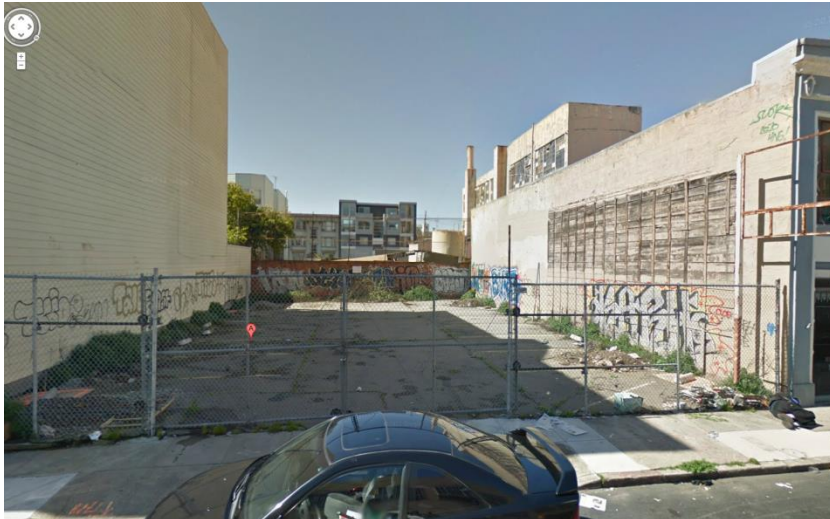


# Current SMARTSPACE® Projects



# MICRO STUDIO PROJECT: SMARTSPACE® SoMa --- 38 Harriet St. SF

- 23 units
- 4 Stories / 3,750 sf lot
- Rentals
- LEED Platinum
- Modular Demo Project
- Car-Free (w/ bike parking & City CarShare Pod)





Prefab in SOMA stacks up in 4 Days















# MICRO SUITES & STUDIOS PROJECT: SMARTSPACE® Mission --- 1321 Mission St. SF

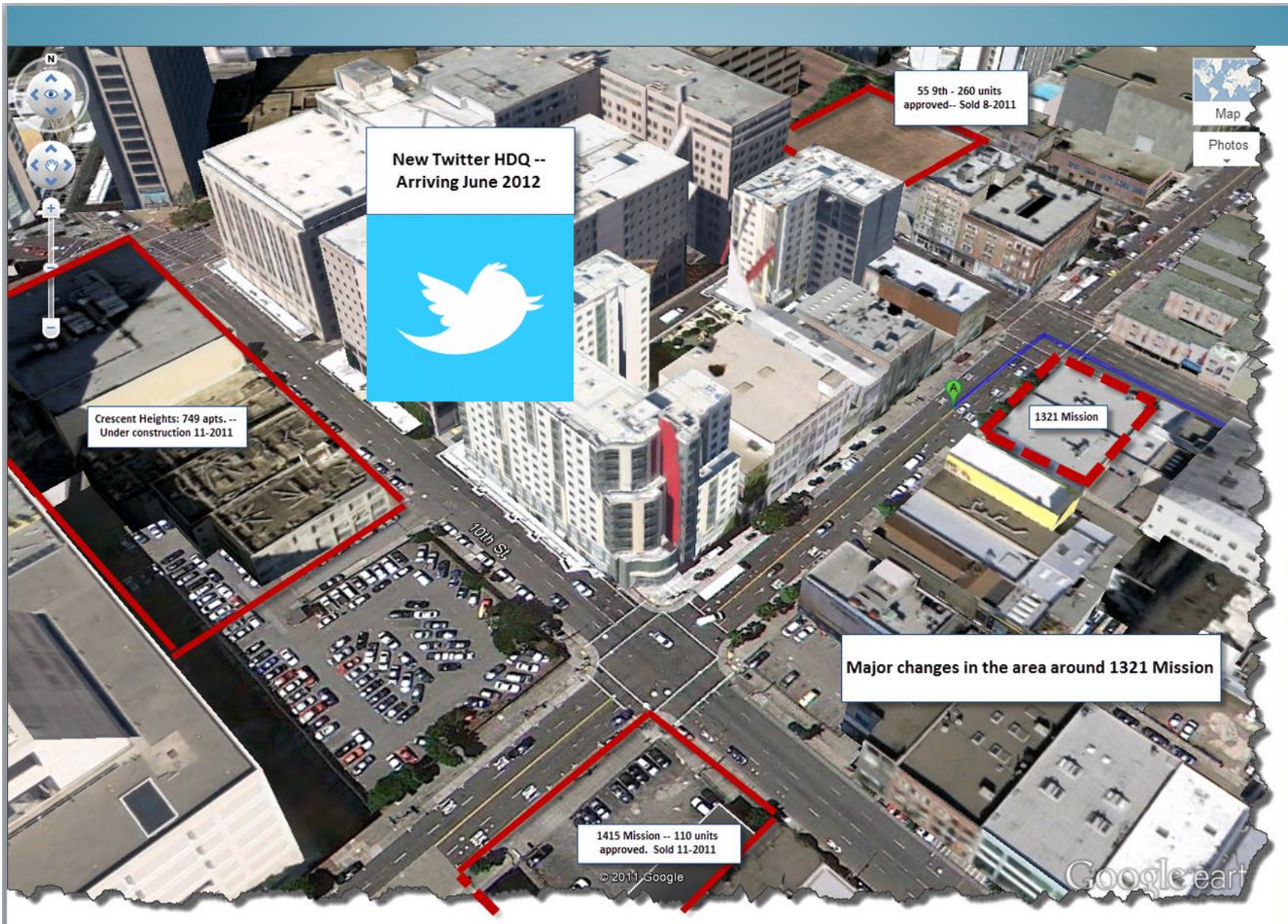
- 160 units  
(40 micro suites)
- City CarShare & Bikes
- Landscaped roof deck
- Ground floor café
- WEBPASS - 200 Mbps internet

9th & Mission: Sept. 2014





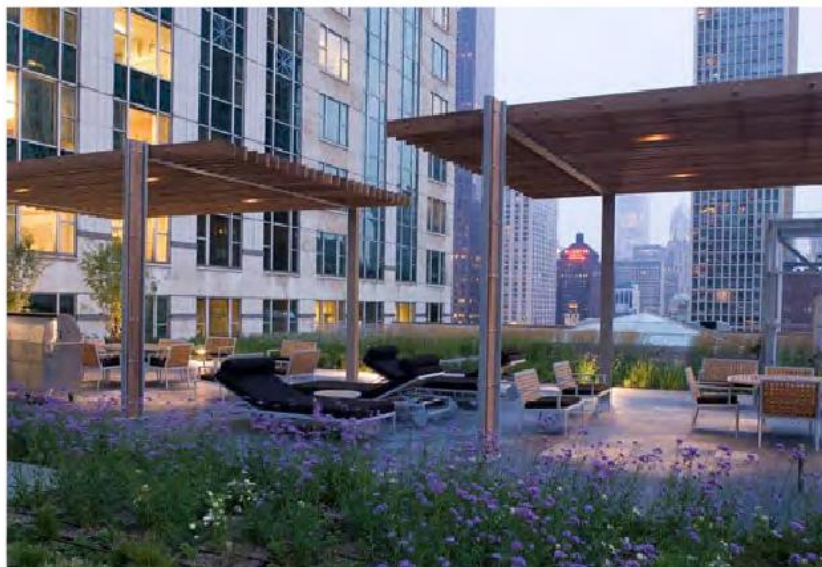
# 3,000 + new jobs in the “Twittersphere.”















**Cara E. Houser**

**Director of Development**

**PANORAMIC INTERESTS | Creators of SMARTSPACE®**

**510.883.1000**

**Cara@panoramic.com**

**Panoramic.com**

**SmartSpace.net**