

Little Infill





Little Infill

- Fewer than 100 units
- Less than 1 Acre
- Small scale
- Less than 10,000 SF of commercial
- Infill sites





The Need

- 20 million attached units by 2025
- 20 million acres of grayfield infill sites
- Perfect match, right!?



10 Principles of Little Infill

1. Go to the neighborhood first
2. Work in cities with good codes and cooperation
3. Do the market research
4. Don't over-retail
5. Activate the public realm
6. Be realistic about parking
7. Retail entrances must be practical
8. Background buildings are OK
9. Find a lender with mixed-use experience
10. Hire a marketing team with sensitivity to the local market





1. Go to the Neighborhood First



2. Work in a City with Good Codes and Cooperation





Sometimes Creativity is Required!

3. Do The Market Research



West River Commons

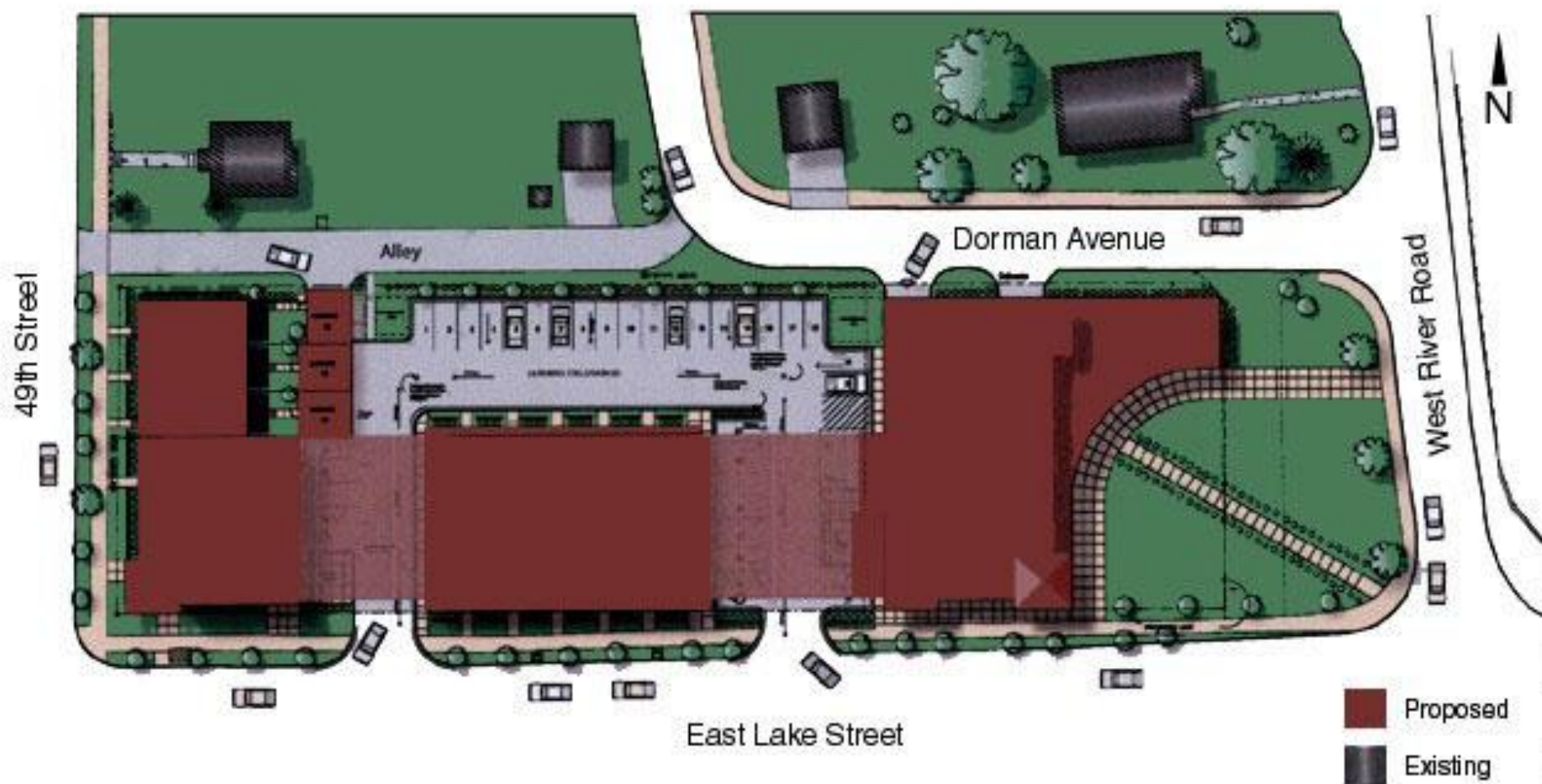
Important Statistics

- Site Size – 1.1 acres
- Residential Units – 56
- Density – 50 units/acre
- Underground parking – 74 stalls
- Surface parking – 37 stalls
- Retail – 7,925 square feet (4.7 per 1,000)





East Lake Street Elevation



Site Analysis



- Strong retail and housing site
- Nearby river/parks system
- Lake Street Commercial Corridor
- Single-Family residential

Retail Demand

- Retail Demand
 - Demographics – empty-nesters
 - Income Analysis vs. competitive SF
 - Local trade area
 - Demand estimate



4. Don't Over-Retail







ParkEast
ENTERPRISE LIVE/WORK LOFTS

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JOY PLAZA SQUARE

SPEED
LIMIT
30

5. Activate the Public Realm





NE 2nd St

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www.1101omni.com

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Ben Krsnak

SNOW
EMERGENCY
ROUTE

NO
STOP
4-11 PM
4-11 PM



Walk-out Units

Context Sensitive







6. Be Realistic About Parking







NOW LEASING
786-4339

SOLID GOLD

SOLID

GOLD

STORE HOURS
Monday-Thursday 11-7
Friday 12-6

RG







7. Retail Entrances
Must be Practical



Interested in joining?
Please use front door
on other side of building





8. Background Buildings are OK, Make them Honest











9. Work with Lender with Mixed-Use Experience



10. Hire a Marketing Team with Sensitivity to the Local Market



