Little Infill
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- 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

JOE URBAN
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)
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
5. Activate the Public Realm
Context Sensitive
6. Be Realistic About Parking
7. Retail Entrances Must be Practical
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