



The Ten Commandments If Moses Had Been An Infill Developer

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The Ten Commandments:

1. Increase allowable density.
2. Reduce parking requirements.
3. Reduce open space requirements.
4. Reduce setback requirements.
5. Encourage mixed-use projects, and allow them in areas zoned for commercial-use only.

The Ten Commandments:

6. Get enabling legislation from the state legislature to allow modification of local zoning ordinances.
7. Begin by designating only one or two areas for high-density housing and locate it close to mass transit, in whatever form that may be.
8. Identify the existing successes in the designated area, and build around that.
9. Encourage a multitude of smaller projects, different and finely grained, rather than one mega project.
10. Do whatever it takes to get one project built; make sure it is a good one.

1. Increase allowable density.

“Men, thinly scattered make a shift, but a bad shift, without many things. It being concentration that produces convenience.”

– Samuel Johnson



Before

Berkeley, CA, 1993



After

**Shattuck Lofts and Bistro Liaison,
Berkeley, CA, 1995 (170 units/acre)**

2. Reduce parking requirements.

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

– Lewis Mumford



Triple-stack car-lift at the Berkeleyan, Berkeley, CA



Electric car & City Care Share's Honda Civic at the Gaia Building in Berkeley, CA

2. Reduce parking requirements.



Step 1: Parked car is in lift, below ground.



Step 2: Owner raises lift, with car, to ground level.



Step 3: Car is now accessible at ground level.

3. Reduce open space requirements.

“In orthodox city planning, neighborhood open spaces are venerated in an amazingly uncritical fashion, much as savages venerate magical fetishes.”

– Jane Jacobs



Roof Garden
ARTech Building Berkeley,
CA (1,450 s.f.)



Atrium Chessboard
Gaia Building, Berkeley,
CA (1,200 s.f.)



Roof Garden
ARTech Building Berkeley,
CA (1,450 s.f.)

4. Reduce setback requirements.



Robin's Sandwiches
Martin Luther King, Jr.
Way
Berkeley, CA



Apartment on
Channing Way,
Berkeley, CA



Apartment at
Shattuck Avenue &
Virginia Street,
Berkeley, CA



5' setback requirement. To what end?

5. Encourage mixed-use projects, and allow them in areas zoned for commercial-use only.

“...Why undertake such [mixed-use] projects?”

Because they intensify the richness of living, enhance people’s range of experience, and create easy access to a nearly inexhaustible variety of activities.

Mixed use developments are designed at a human scale, and represent a positive attempt by the development community to achieve the public object of keeping central cities alive and making cities a living organism...”

– Edmund Bacon, Philadelphia Planning Dept. Dir. (ret.)

5. Encourage mixed-use projects, and allow them in areas zoned for commercial-use only.

CTP's old building
Berkeley, CA, 1998



The ARTech Building
Berkeley, CA, 2003 (163 units/acre)



5. Encourage mixed-use projects, and allow them in areas zoned for commercial-use only.



The Gaia Building, Berkeley, CA, 2001 (267 units/acre)

If a retail space were to generate as much tax revenue as this building, it would have to generate sales of \$1,346 per s.f. annually.

6. Get enabling legislation from the state legislature to allow modification of local zoning ordinances, i.e. to do all of the above. (E.g. Ca. Gov. Code Sec. 65589.5)

“I could never be a Socialist. They have far too many night meetings.”

– Oscar Wilde

6. Get enabling legislation from the state legislature to allow modification of local zoning ordinances, i.e. to do all of the above.

Comic by Brian Kelly illustrating a typical Berkeley City Council or Zoning Board meeting.



7. To avoid unnecessary controversy, begin by designating only one or two areas for high-density housing and locate it close to mass transit, in whatever form that may be.



Downtown Berkeley BART station, with the Gaia Building (267 units/acre) in the background.

The Gaia Building has 237 residents. Only 33 have cars and park in the building; on-street parking is only available at metered spaces.

8. Identify the existing successes in the designated area – a landmark, institution, or local hot spot – and build around that.

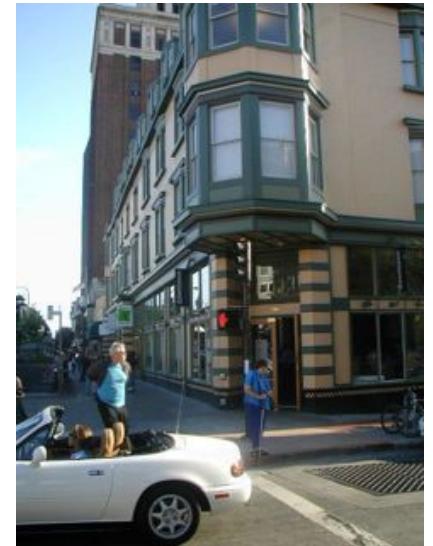
Berkeley Arts District Flag



**The Kress Building
Berkeley, CA, renovated 2001**



**The Shattuck Building
Berkeley, CA, renovated
2001**



8. Identify the existing successes in the designated area – a landmark, institution, or local hot spot – and build around that.

**The Jazz School
Berkeley, CA, 2002**



**The Berkeley Repertory Theatre
Berkeley, CA, 1999**



**The ARTech Building
Berkeley, CA 2002**



9. Encourage a multitude of smaller projects, different & finely grained, rather than one mega project.

“The genius of American urbanism is that it can accommodate variety without endangering its wholeness.”

– Rem Koolhaas

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Before:

**Old house & flower shop at
2004 University Avenue, 2002**



After:

**The Touriel Building and
Darling Flower Shop, 2004
2004 University Avenue
(218 units/acre)**

10. Do whatever it takes to get one project built; make sure it is a good one.

“Americans can always be expected to do the right thing... after they have exhausted all other possibilities.”

– Winston Churchill

10. Do whatever it takes to get one project built; make sure it is a good one.

Before:

Chevron gas station 1996



After:

The Berkeleyan and Yali's Café

Berkeley, CA, 1998 (227 units/acre and 3,000 s.f. retail/office space)

This is the first new housing project by a private developer in downtown since WWII.



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