

DESIGN THESIS

SAN FRANCISCO, CA

RETHINKING THE AMERICAN DREAM

Redesigning Suburbia for the 21st Century

BY : MADELINE HURSEY

DESIGN THESIS

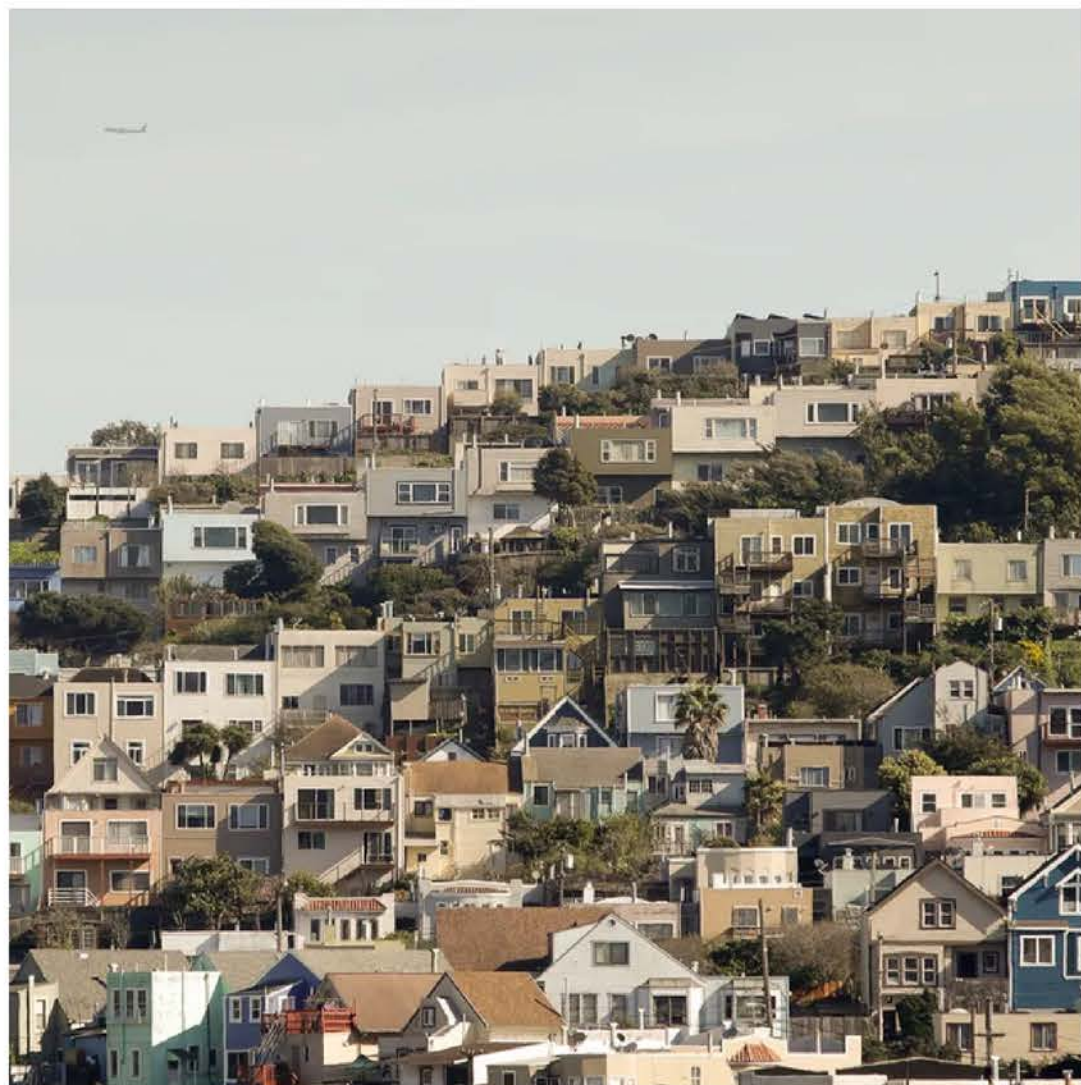
ABSTRACT

- Redefine the “New American Dream”
- Align with the preferences of this generation
 - Dense urban living
 - Closer to amenities and resources
 - More transportation options
 - Different housing options
 - Affordable housing options
- Rethink the role of the suburbs



SAN FRANCISCO





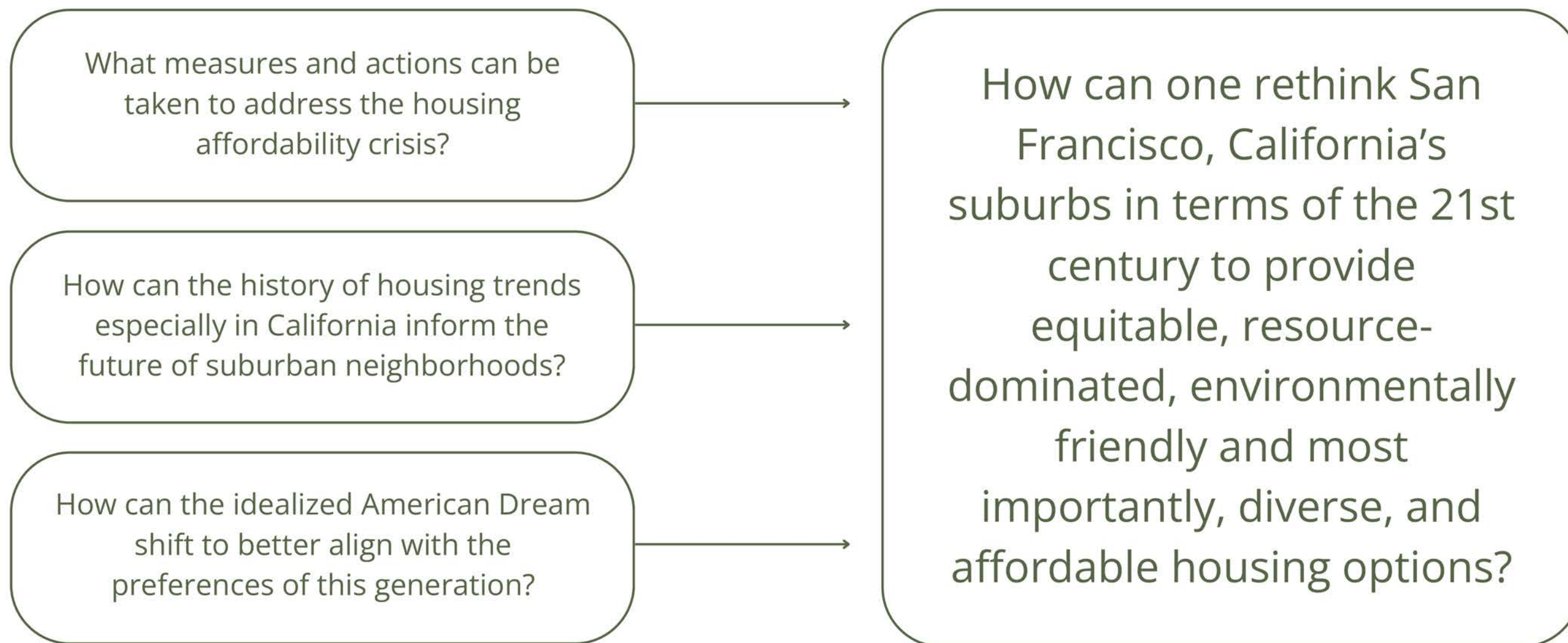
THE PROBLEM

The costs for housing throughout America vastly outpace any median American wage



How are Americans able to keep up with paying their mortgages or rent when they aren't making enough to counteract the difference?

PROPOSED QUESTIONS

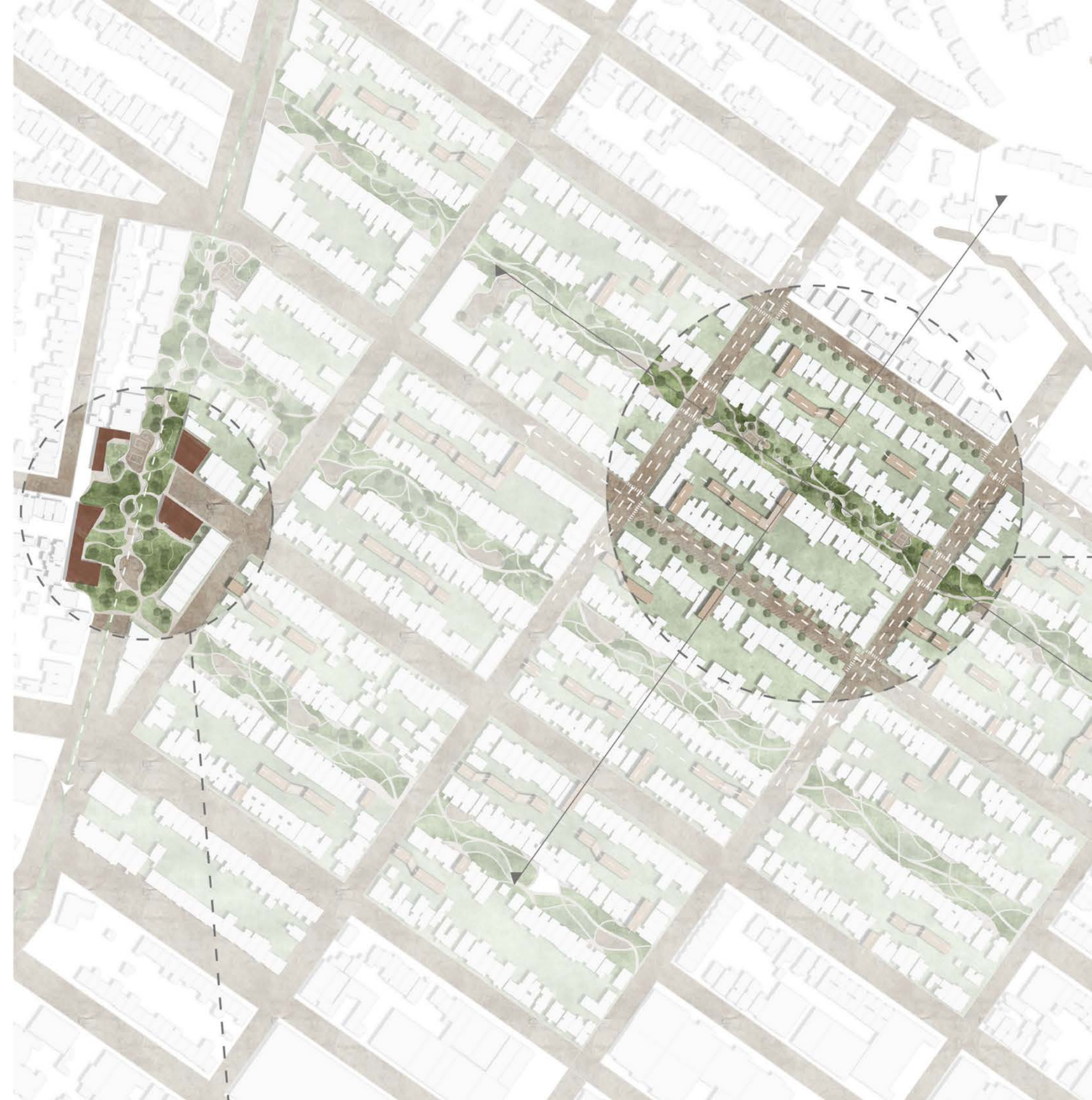


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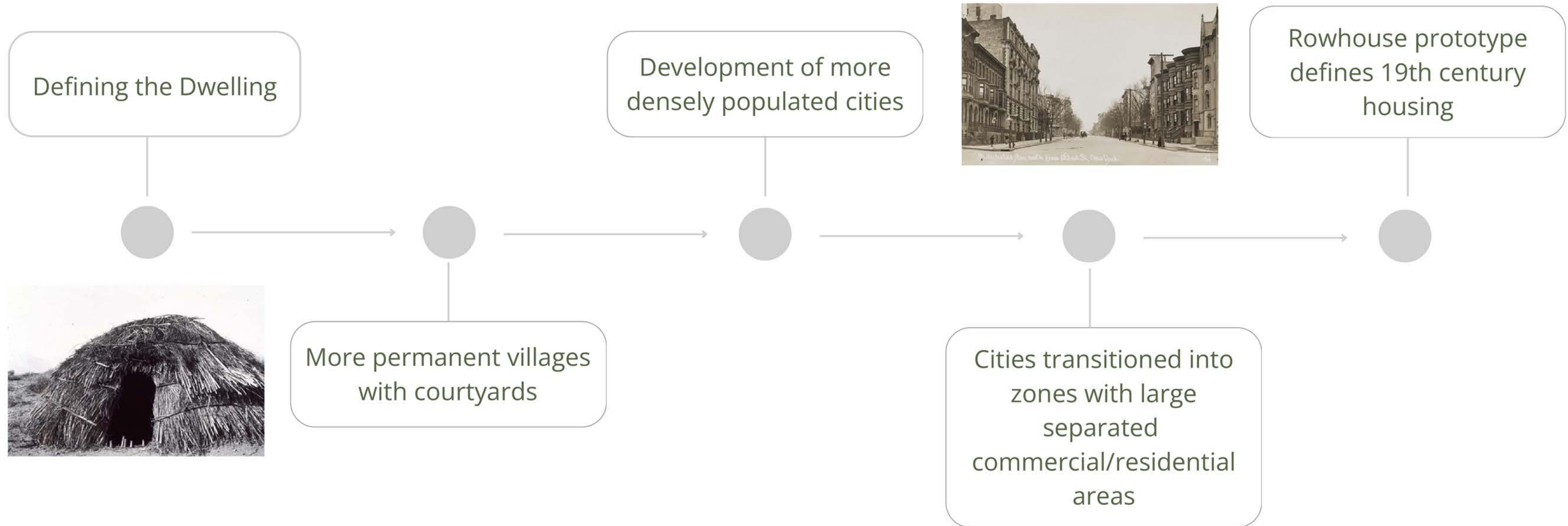
PROPOSED OUTCOMES

The American Dream at Four Scales:

1. Neighborhood Scale
2. Street Scale
3. Superblock Scale
4. Housing Scale



HISTORY OF HOUSING



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THE AMERICAN DREAM

RETHINKING THE AMERICAN DREAM

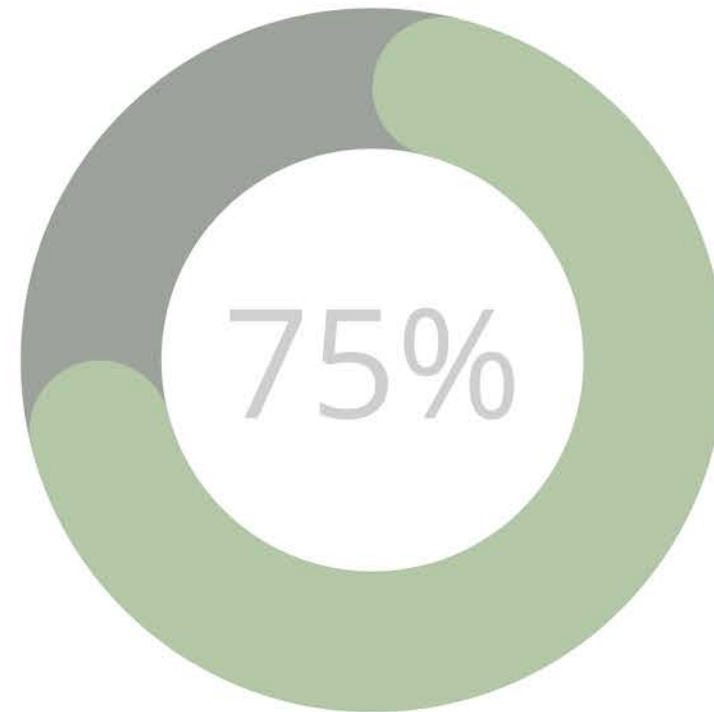
“The American dream is that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.”

-James Truslow Adam, 1931

QUANTIFYING SUCCESS

How Americans Define "Making It" in America

- Homeownership
- Multiple Cars
- Income Amount
- Education
- Relationship Status



Nearly 75% of Americans say that owning a home is a more significant measure of achievement than having a successful career or even raising a family.

Average Home Value



Now: \$248K
"Made it": \$461K

Car Value



Now: \$15,789
"Made it": \$41,986

Average Annual Income



Now: \$57,426
"Made it": \$147,104

Education (People with advanced degrees):



Now: 15%
"Made it": 50%

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THE CONTEMPORARY SUBURB

1. Four Defining Characteristics of the Suburbs
2. The Economics of Housing
3. Issues of Housing People in the Suburbs



The term suburb is defined as an affluent and middle-class area where Americans live in surroundings that are far from their workplaces, in homes that they own, and in the center of lawns that by urban standards elsewhere are enormous.

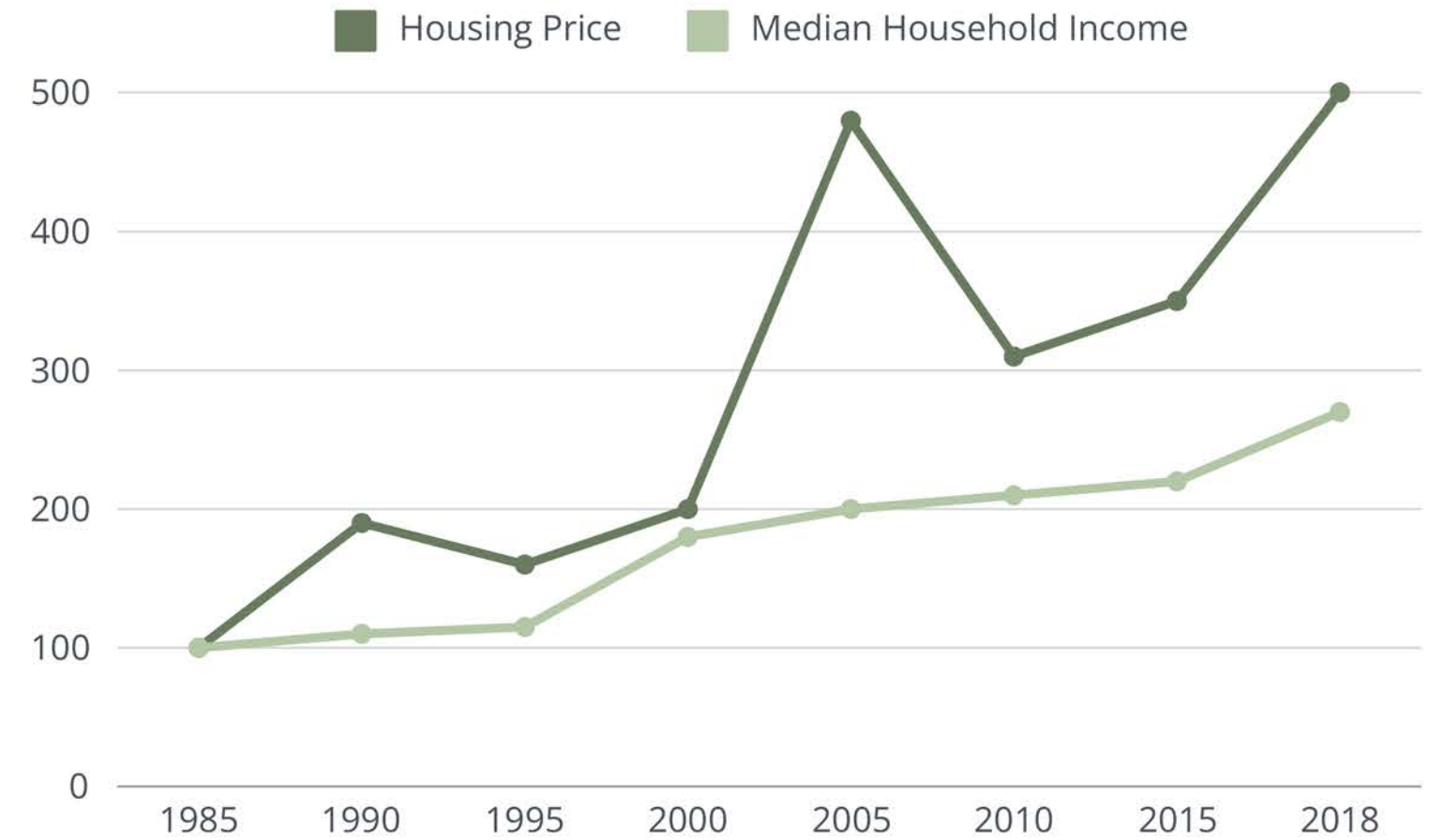
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CALIFORNIA'S HOUSING CONDITIONS

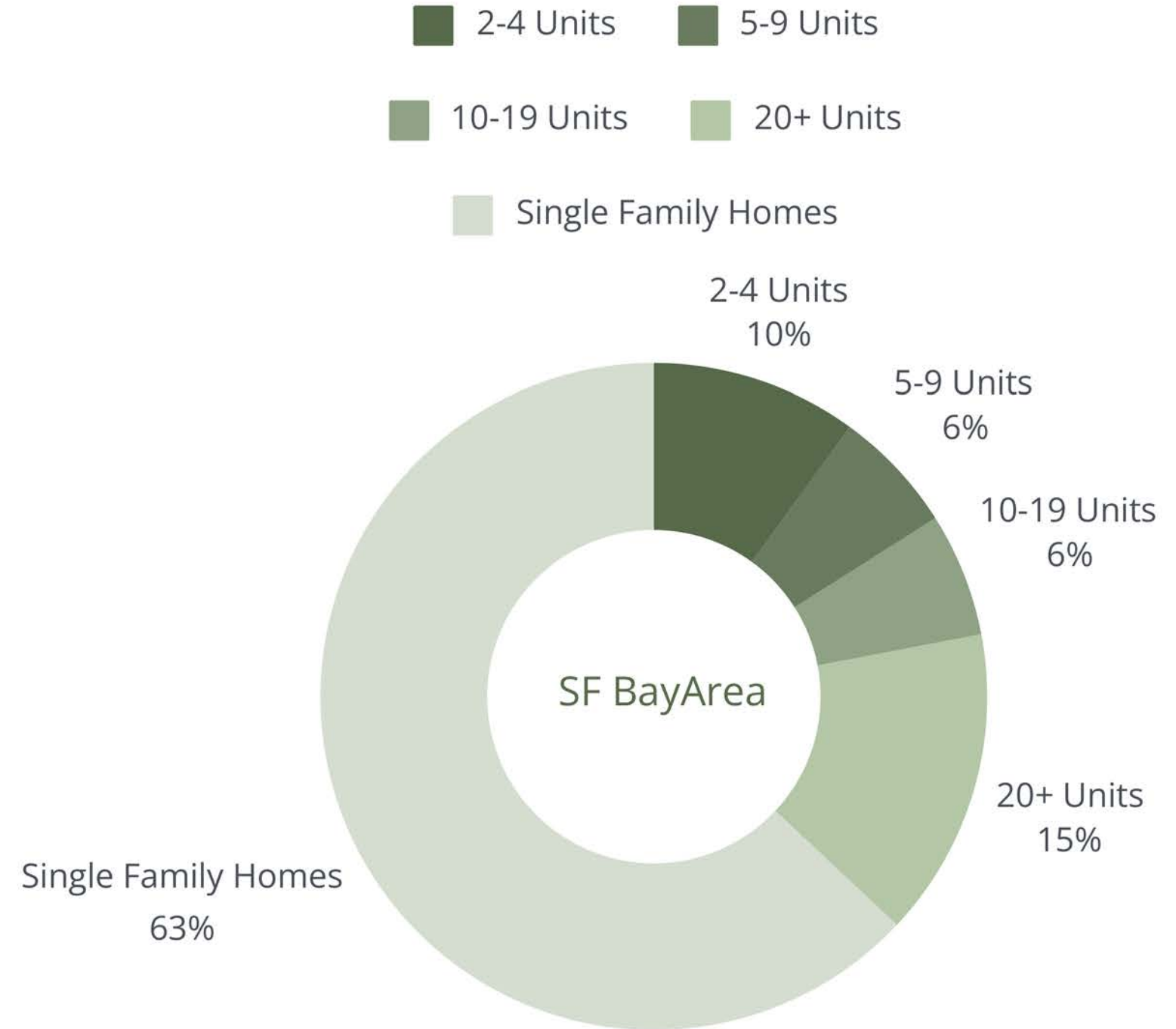
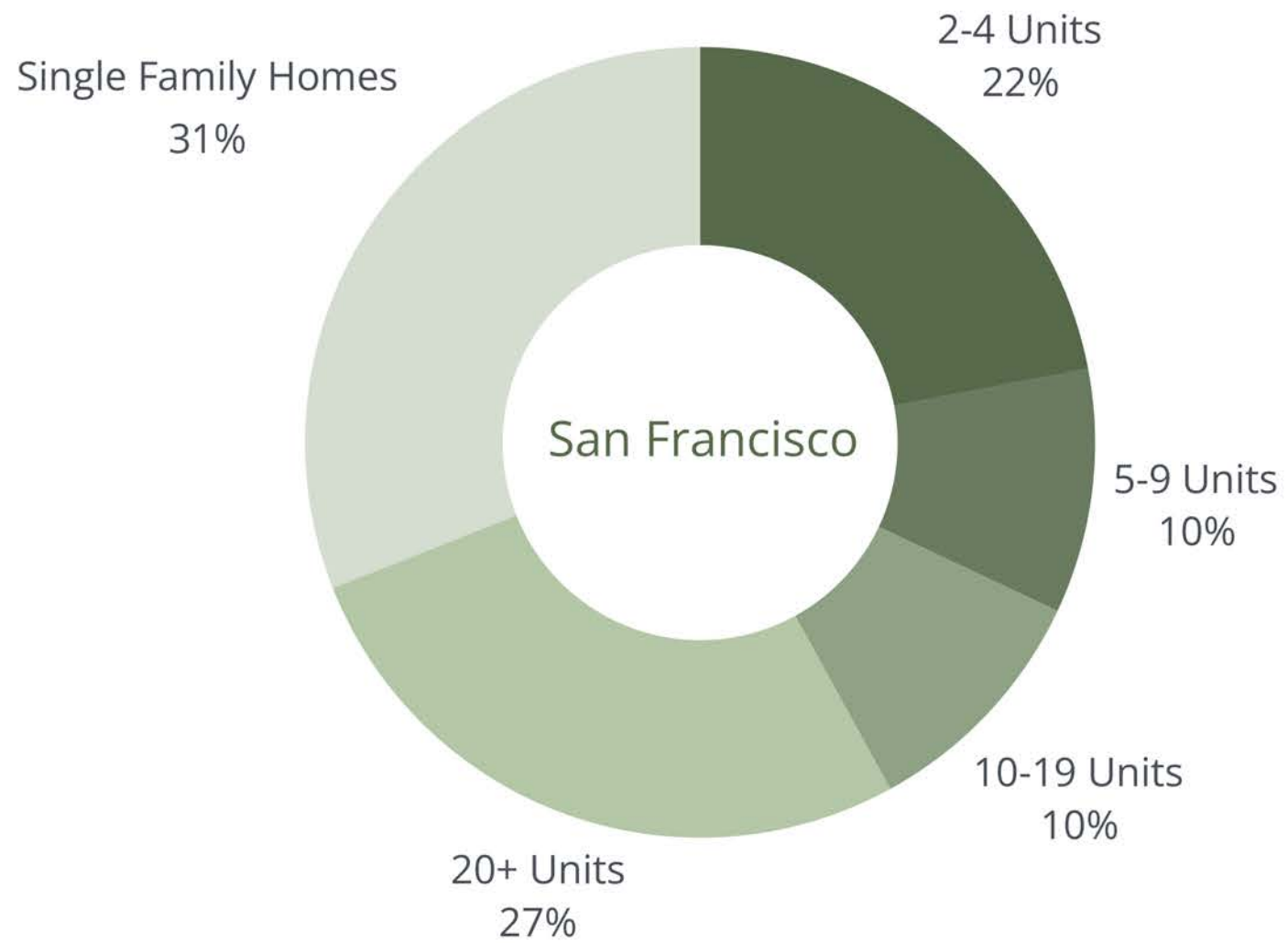
- History of Housing in San Francisco Bay Area
- The Shift of Housing Dynamics
- The State's Affordability Crisis

Housing Prices vs Income

California Conditions 1985-2018



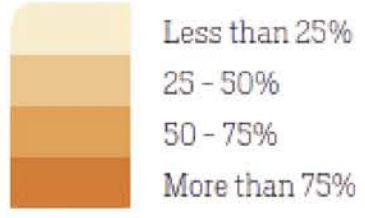
Percentage of Residential Units by Building Size



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Residential Unit Sizes

Residential Unit Sizes in San Francisco's Districts



Single Family Homes



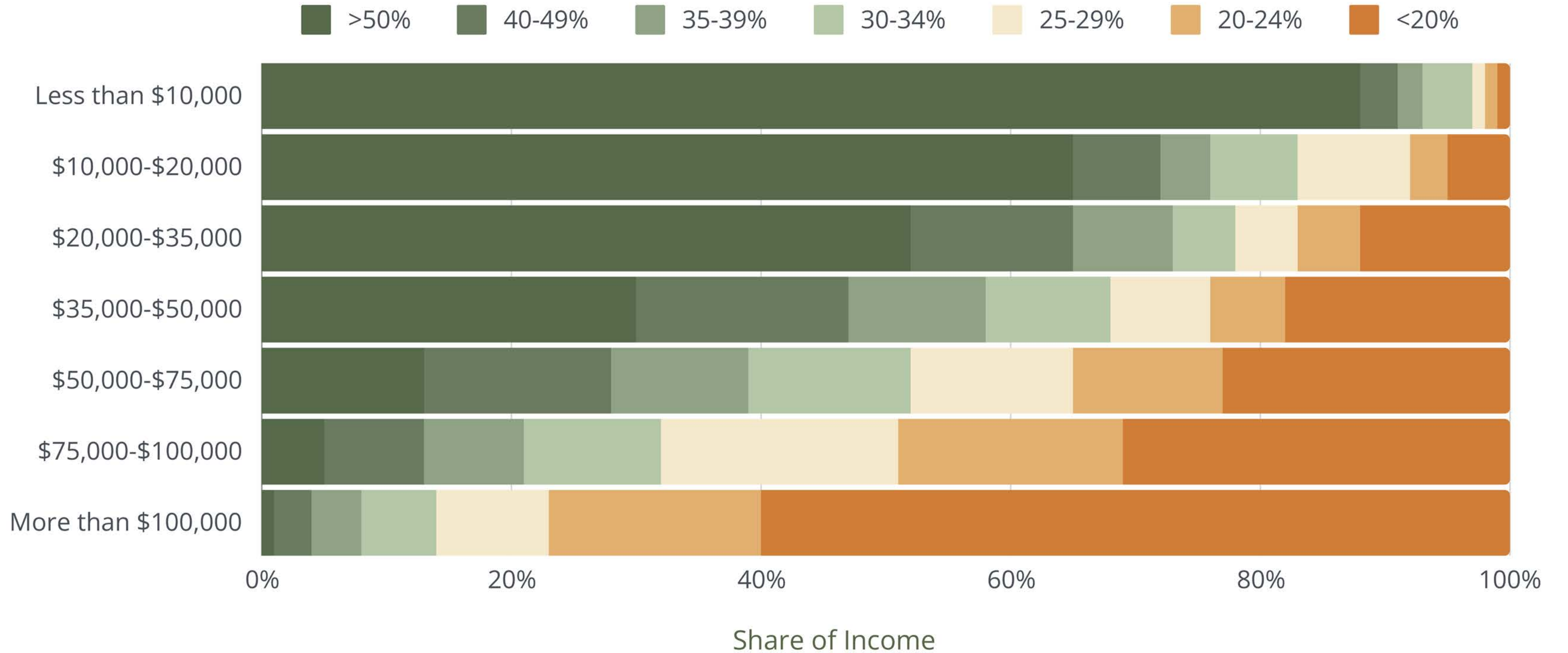
2-4 Units



20 + Units

Income Spent on Housing

Percentage of Income spend on housing by Bay Area household by income level

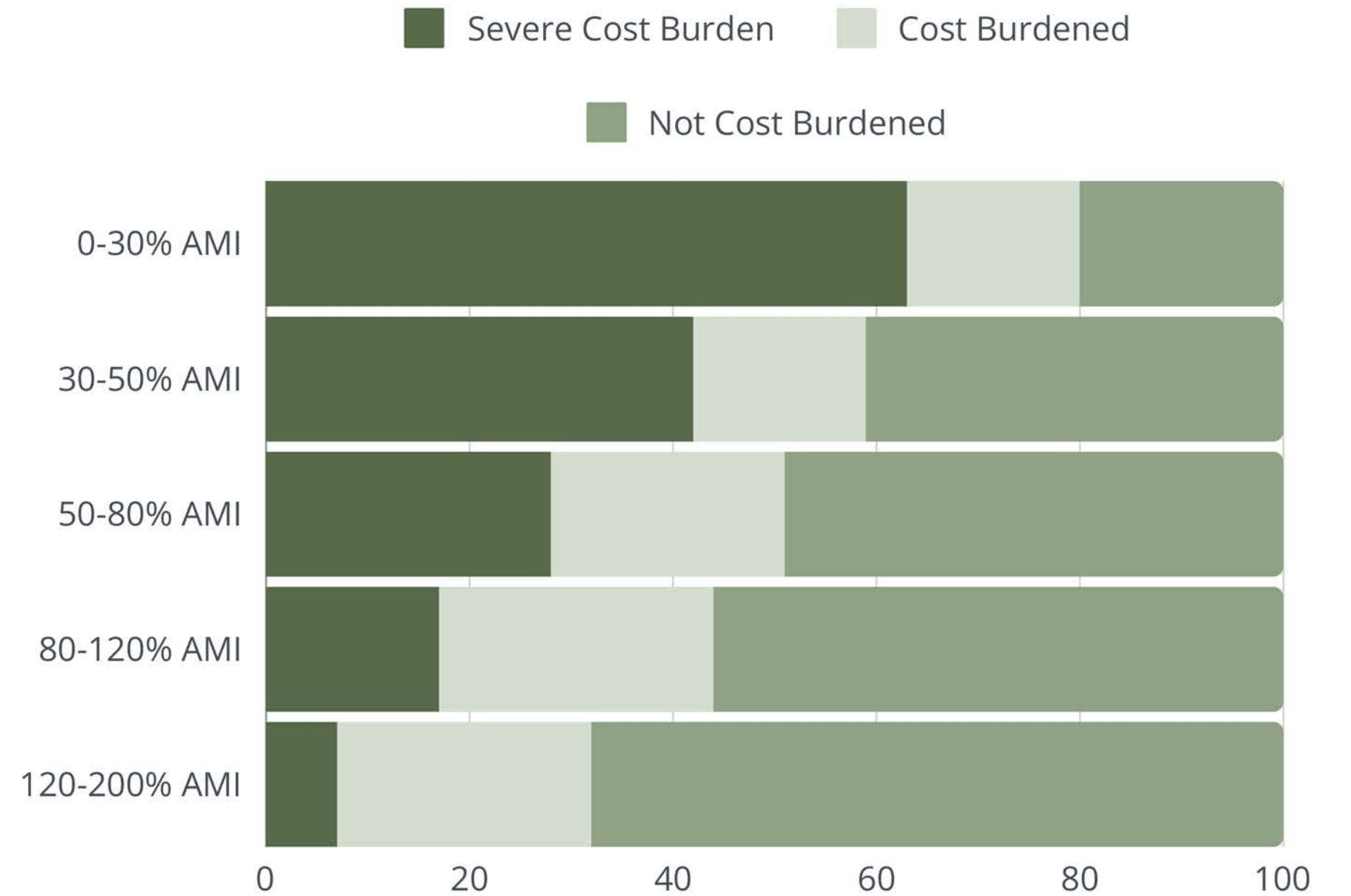
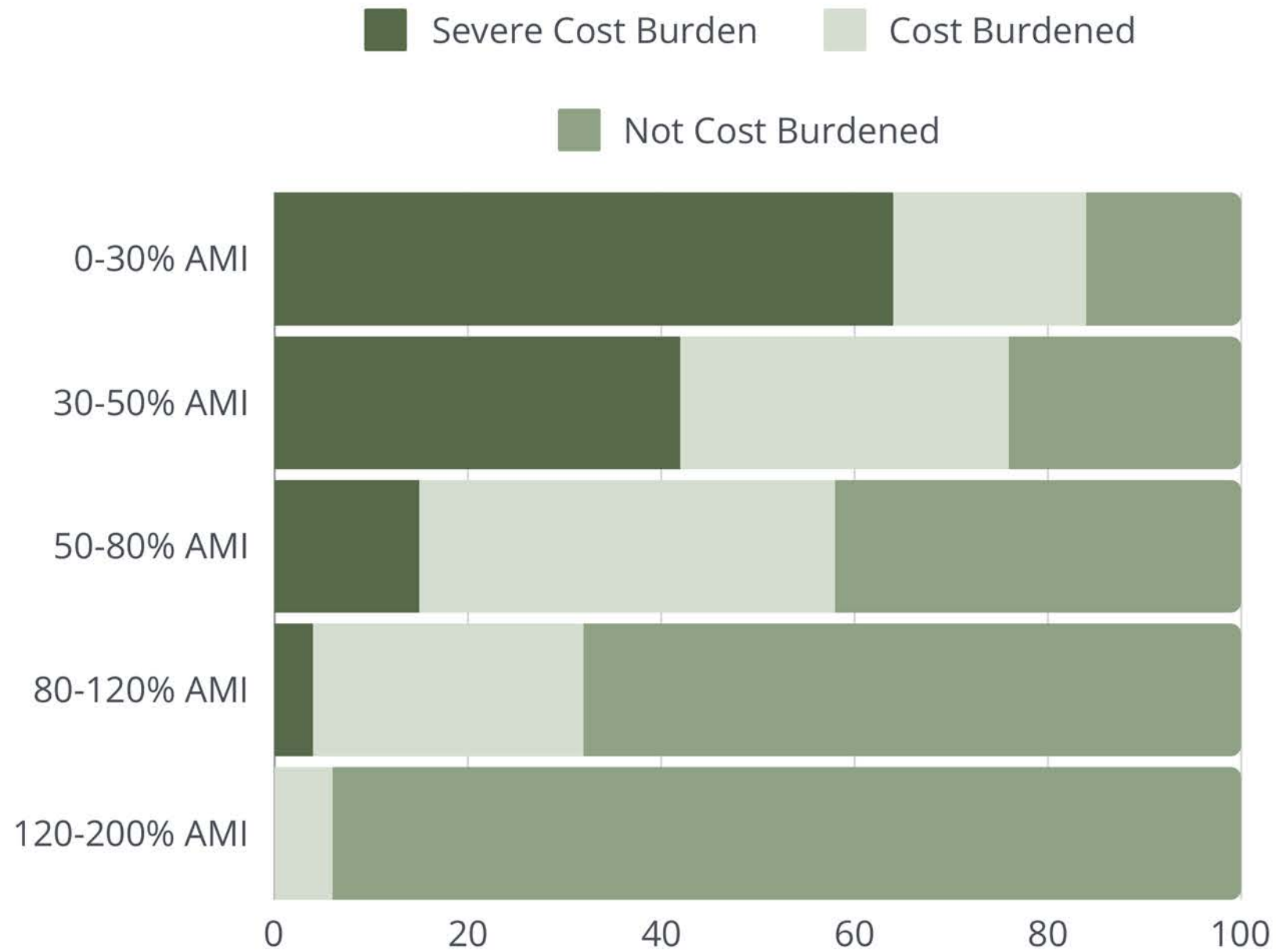


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Households under Cost Burden

Percent of San Francisco renter households that are under rent burden by household income

Percent of San Francisco owner households that are under cost burden by household income.



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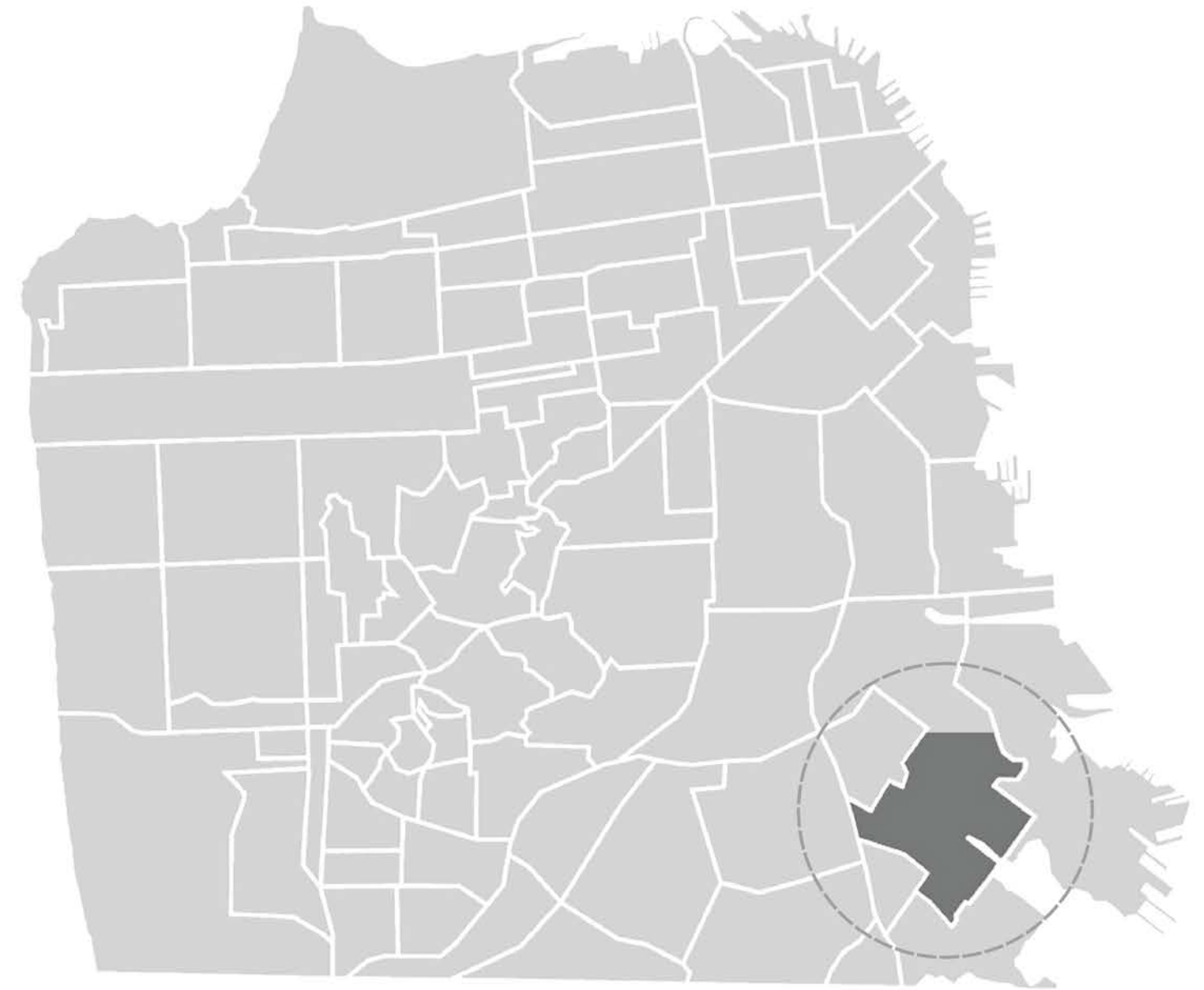
RETHINKING SUBURBIA

- Using What Exists
- Bringing Density to the Area
- Providing Multiple Housing Choices



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PROJECT LOCATION



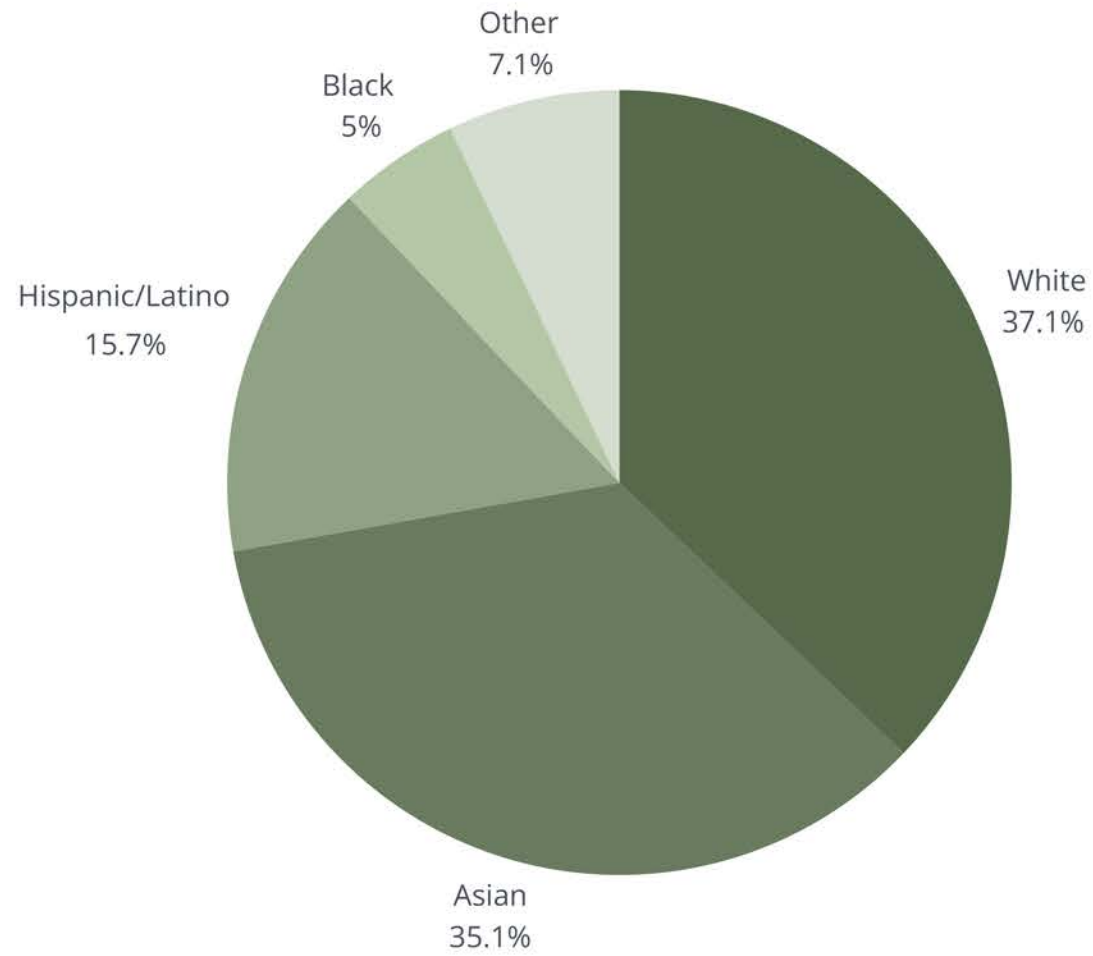
Bayview District, San Francisco, CA

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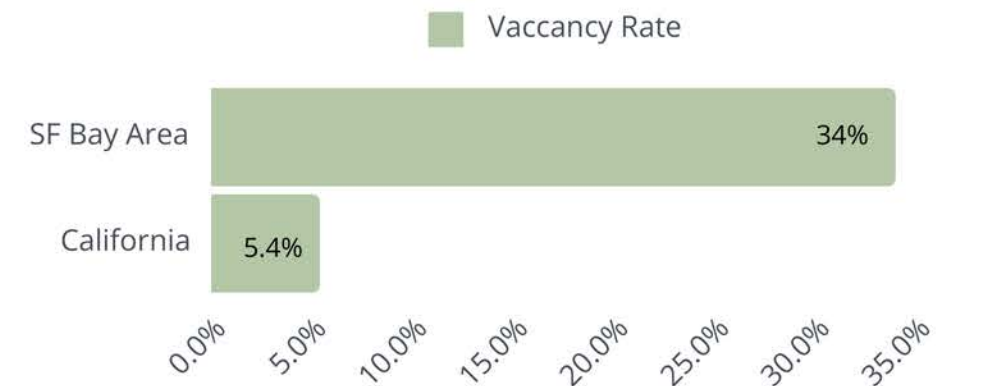
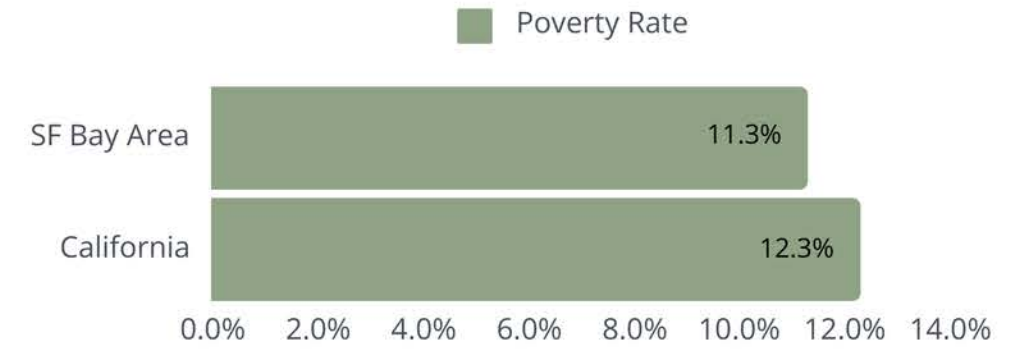
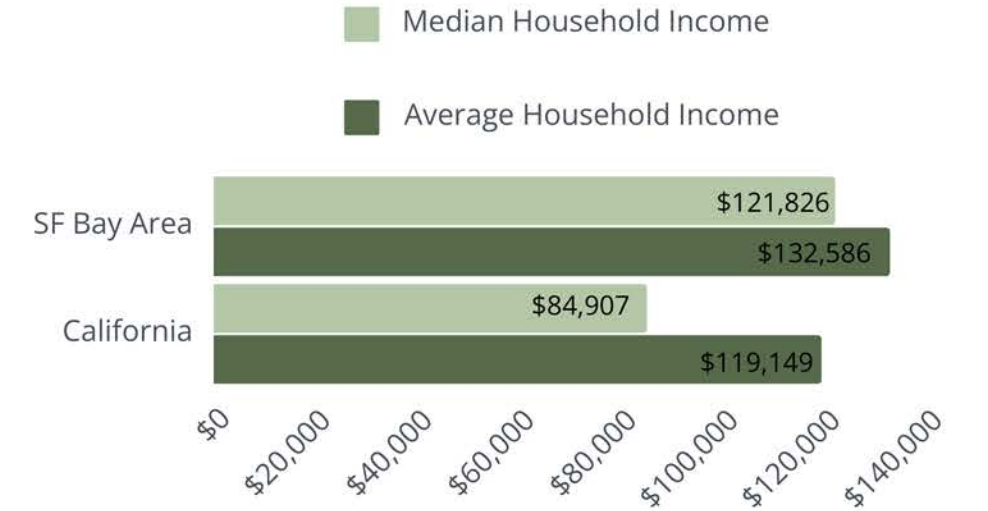
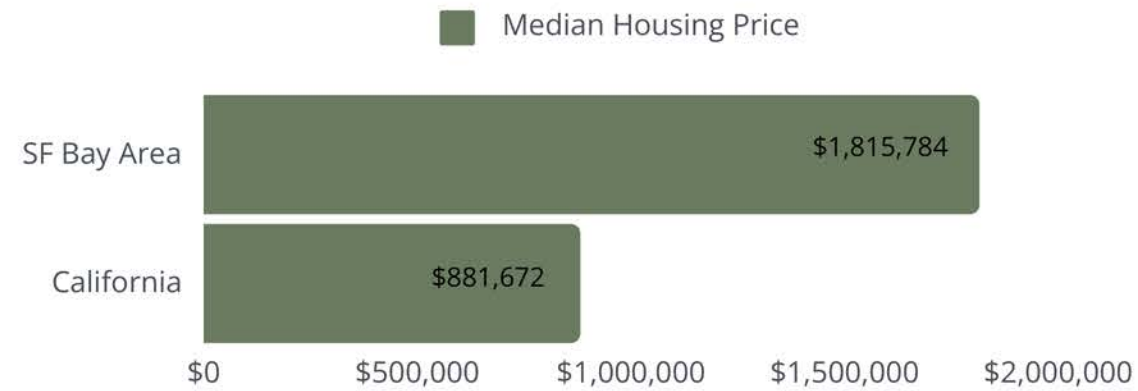
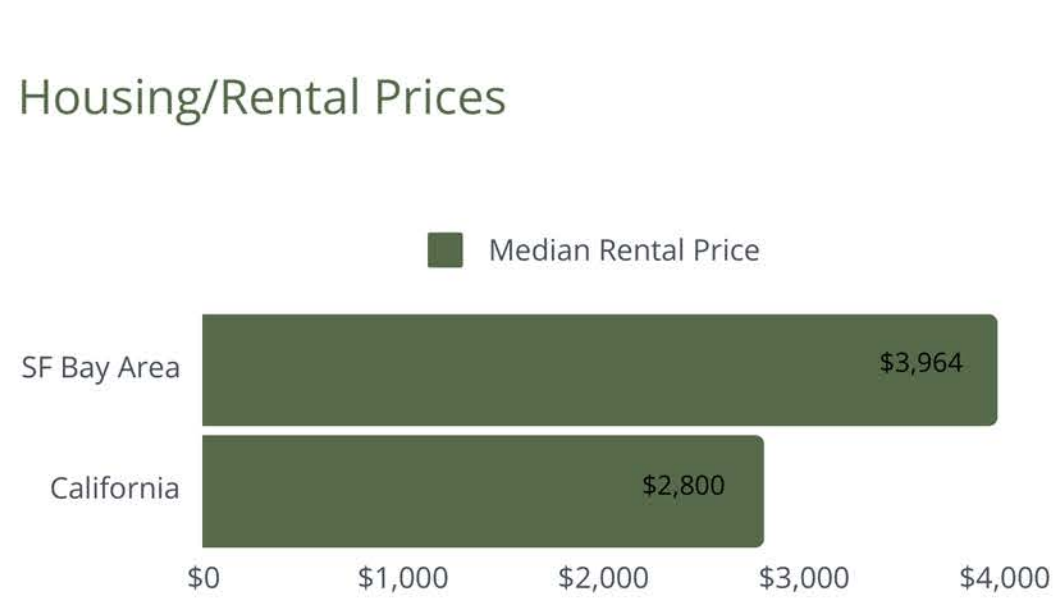
San Francisco Bay Area

In Comparison to the State of California

Demographics



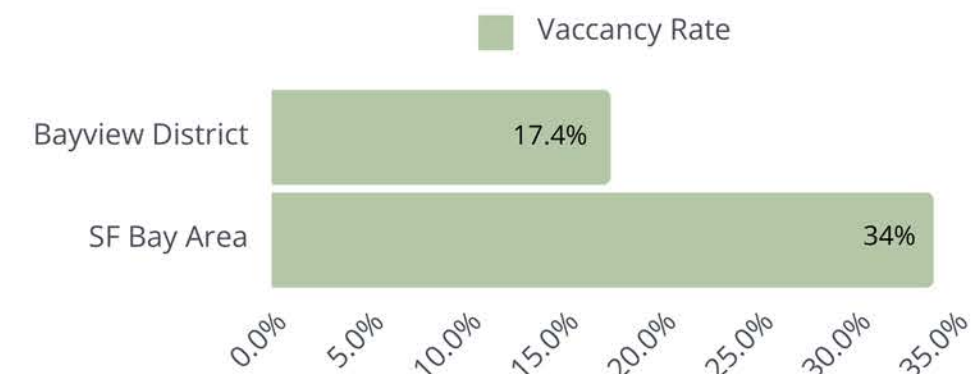
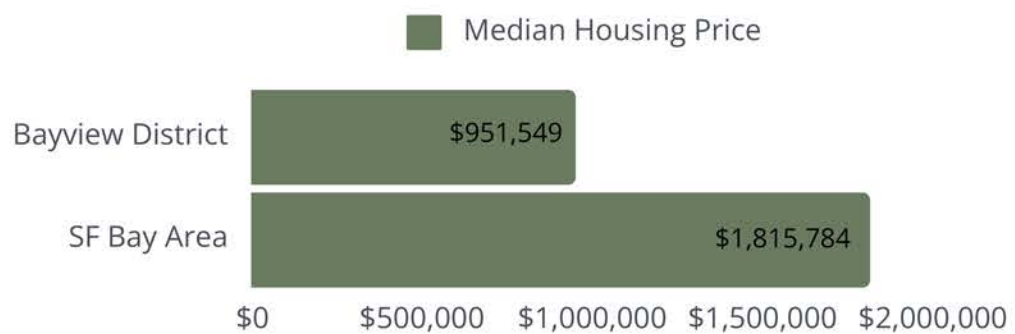
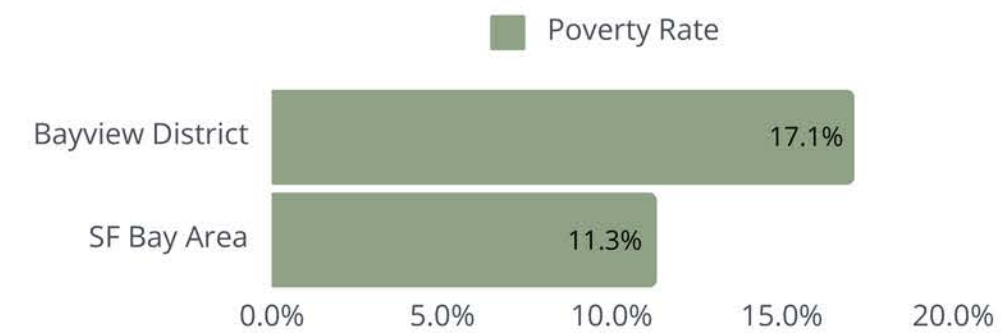
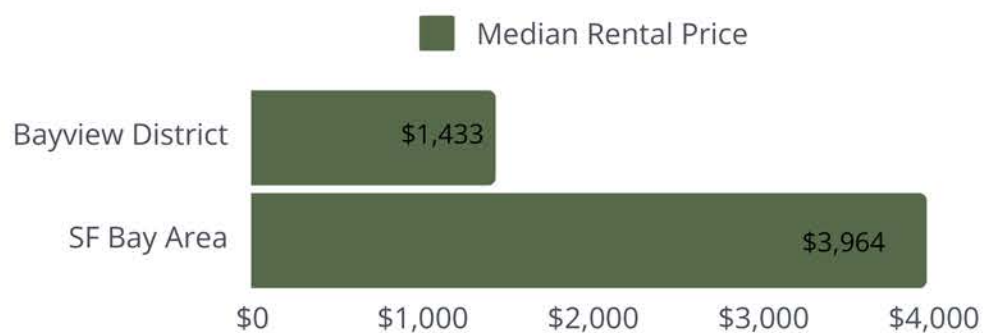
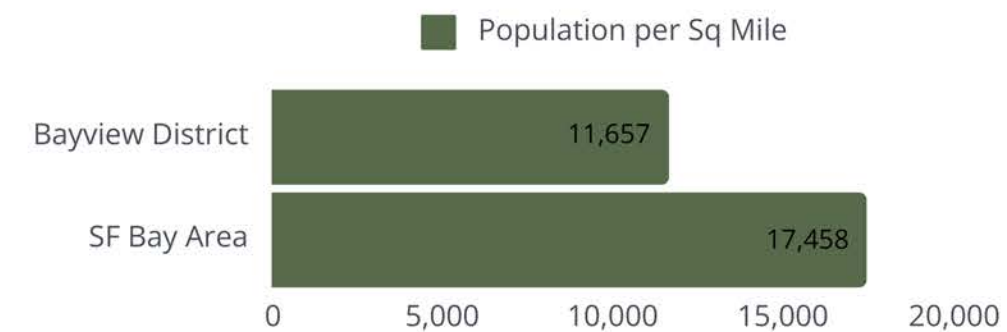
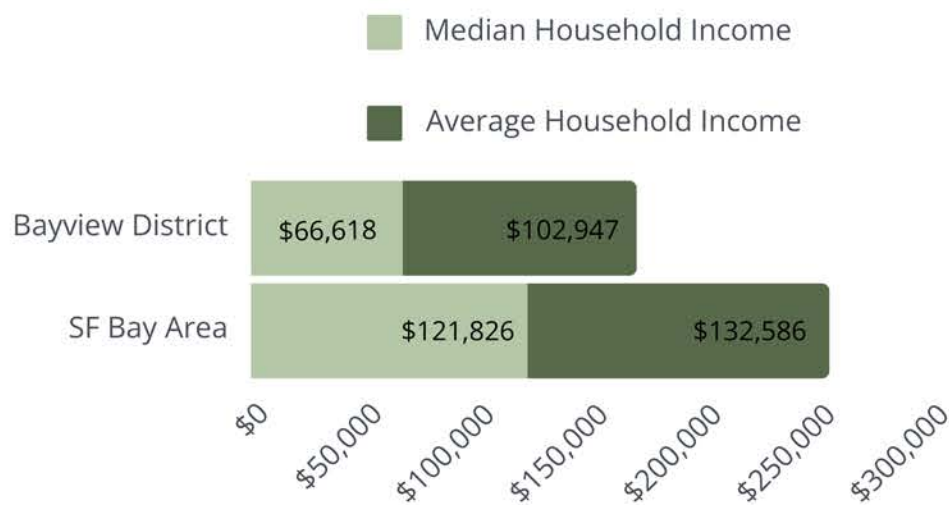
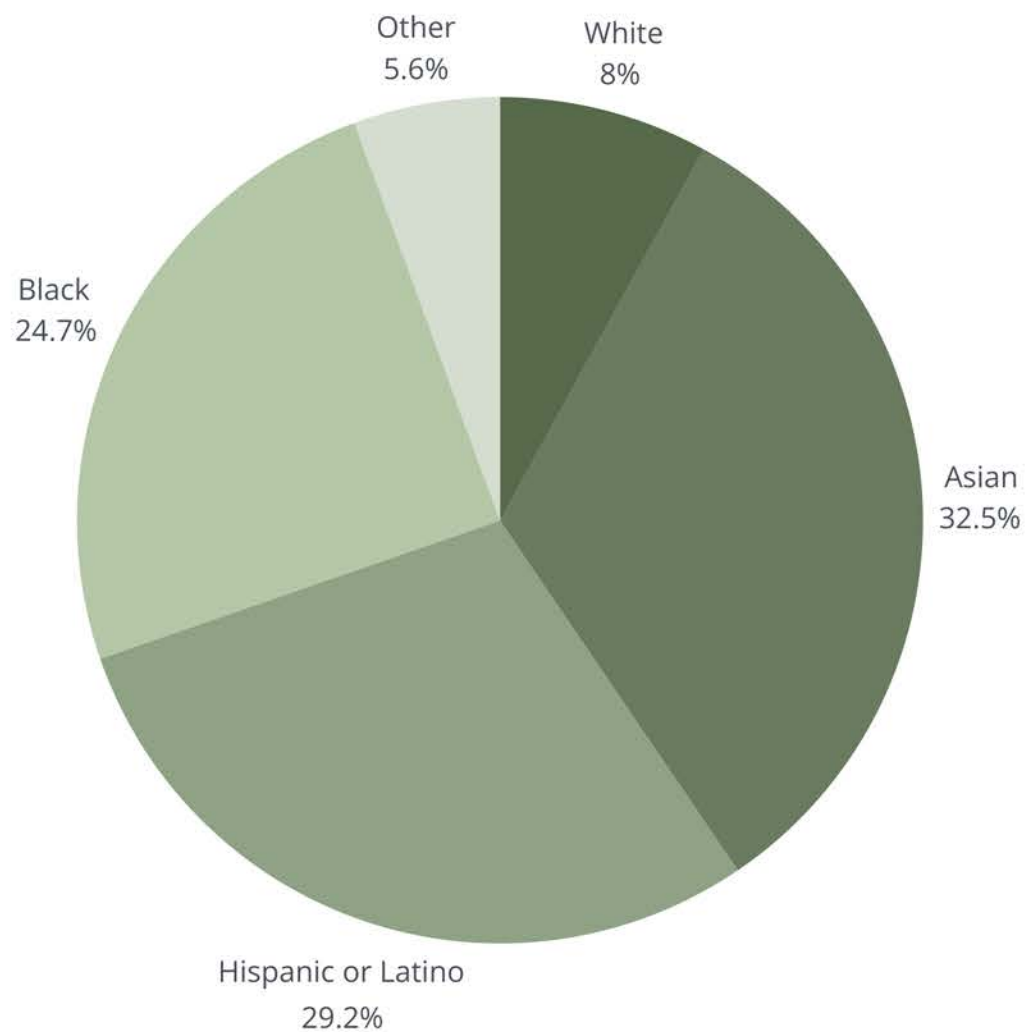
Housing/Rental Prices



Bayview District











In Comparison to the San Francisco Bay Area

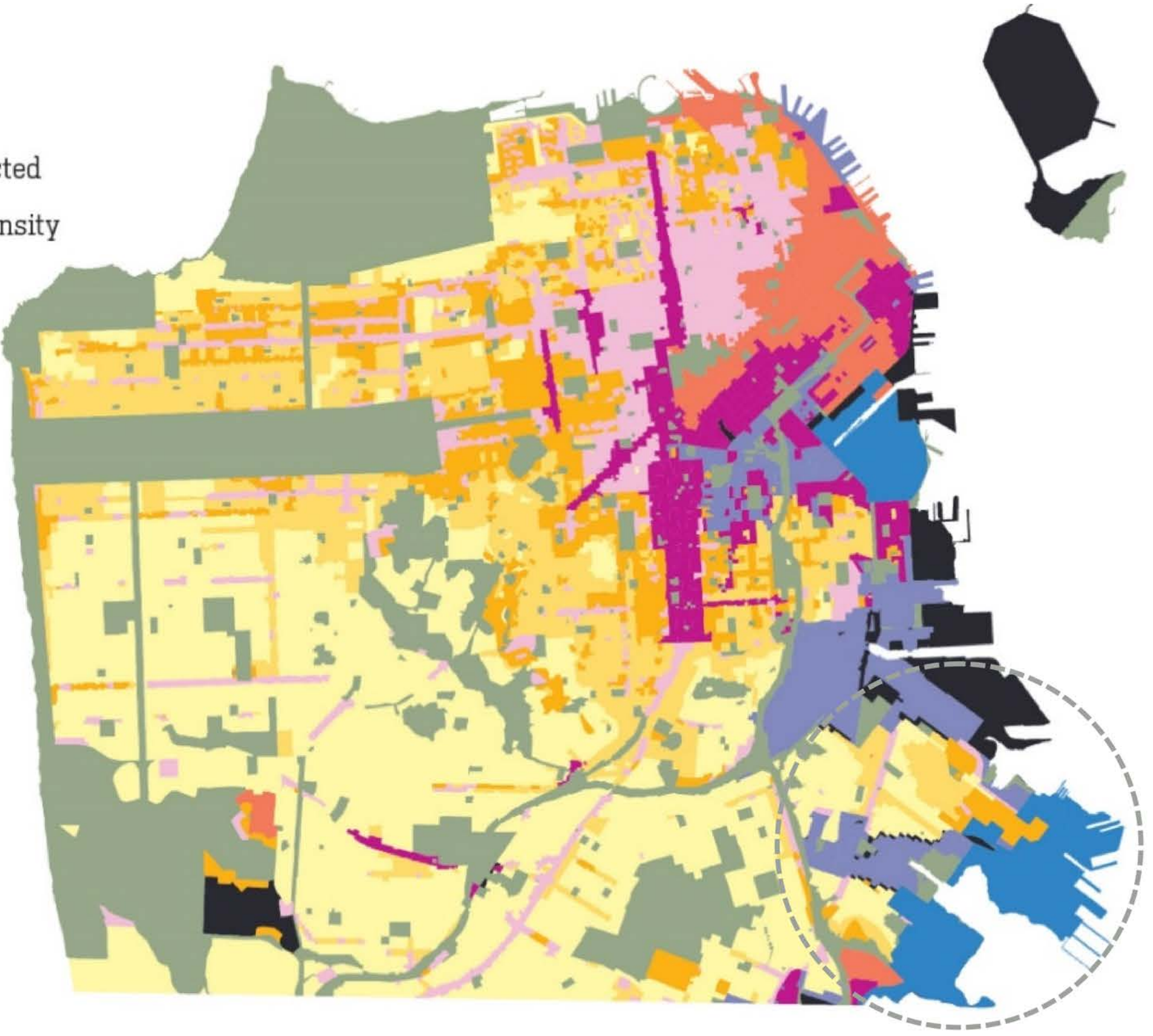
Demographics



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Zoning Categories

-  Commercial
-  Multifamily-Density Restricted
-  Multifamily-Form Based Density
-  Redevelopment Area
-  PDR/Industrial
-  Public
-  RH-1
-  RH-2
-  RH-3/RM-1
-  Other



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EXISTING CONDITIONS



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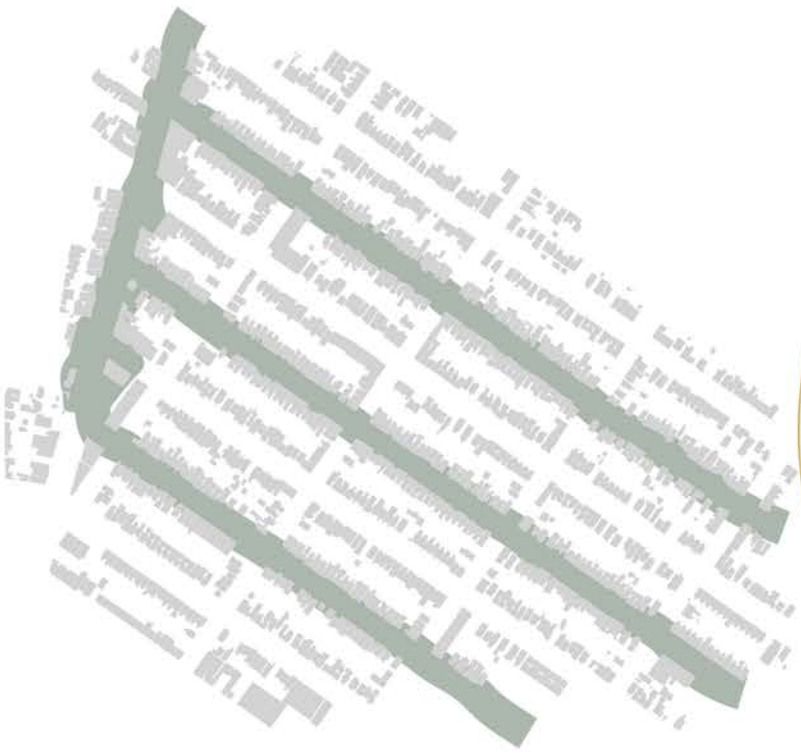
PROPOSED CONDITIONS



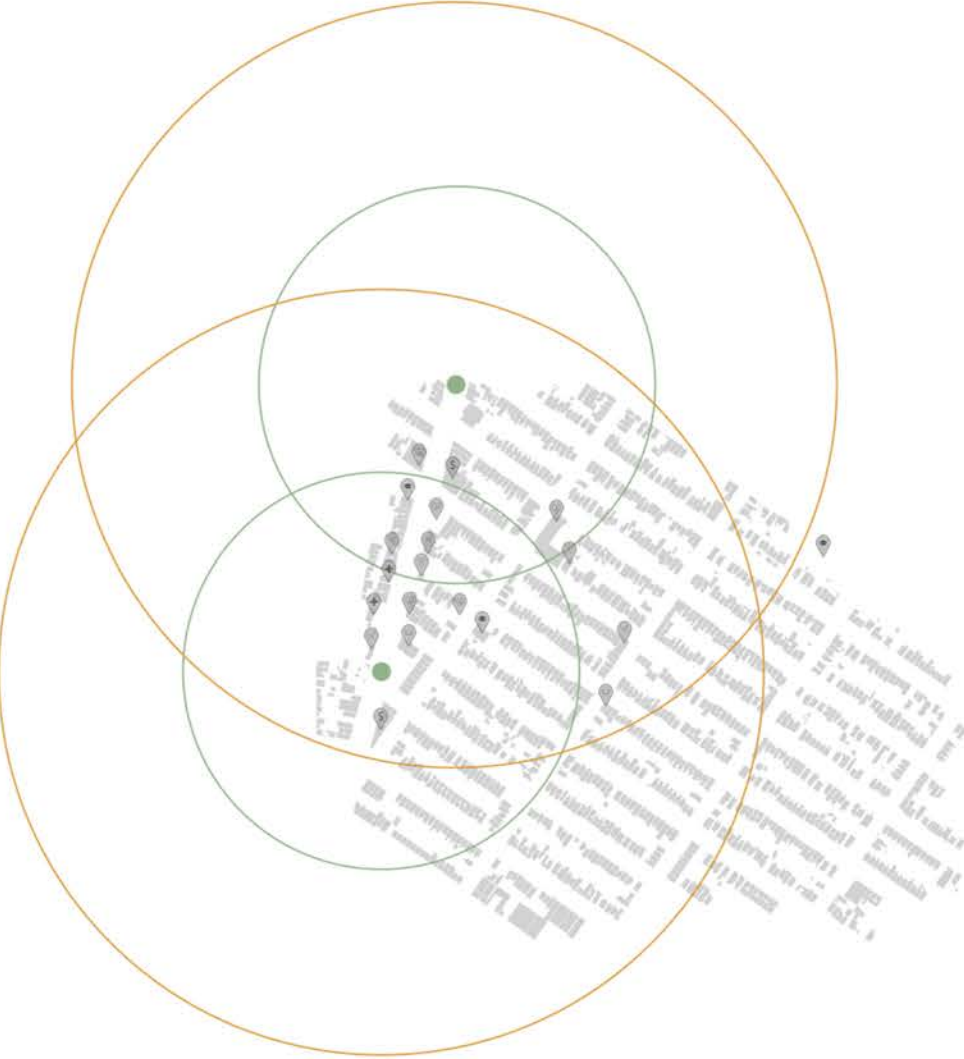
Zoning



Transportation

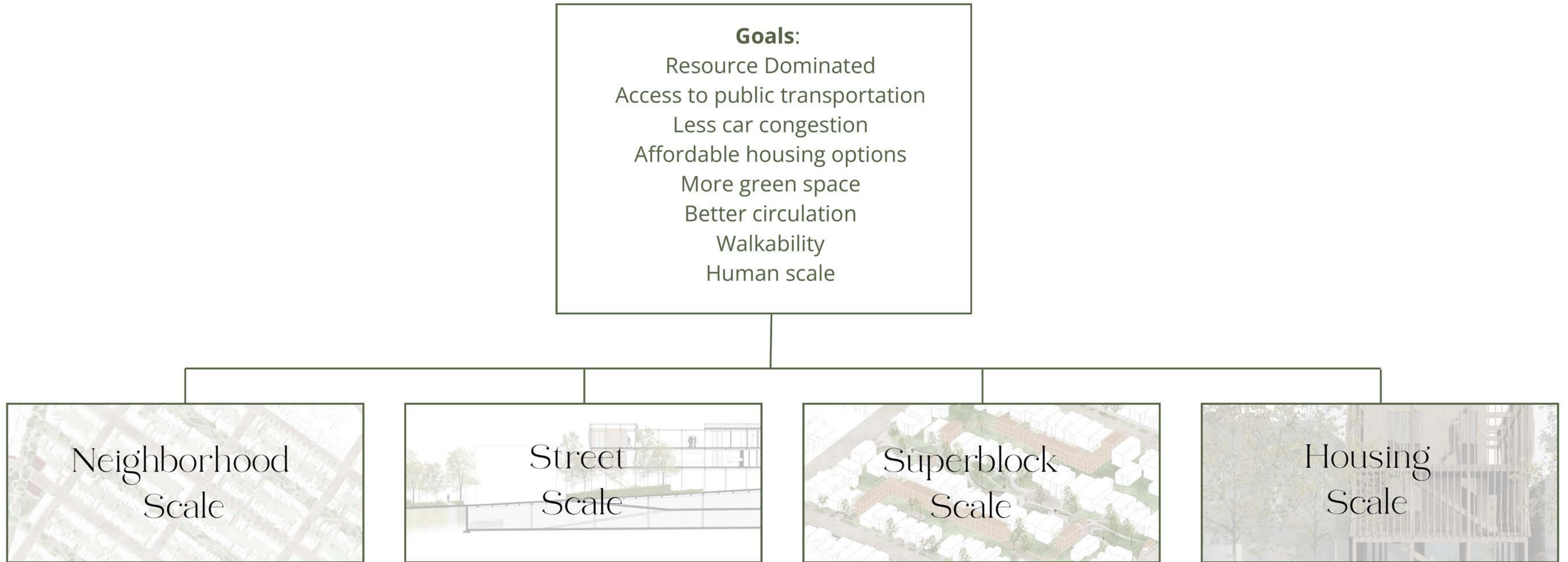


Green Space



Proximity and Resources

THE AMERICAN DREAM AT 4 SCALES



The background features a light-colored map with a grid of streets and green vine-like patterns overlaid on it. The text is centered on the map.

1 NEIGHBORHOOD SCALE

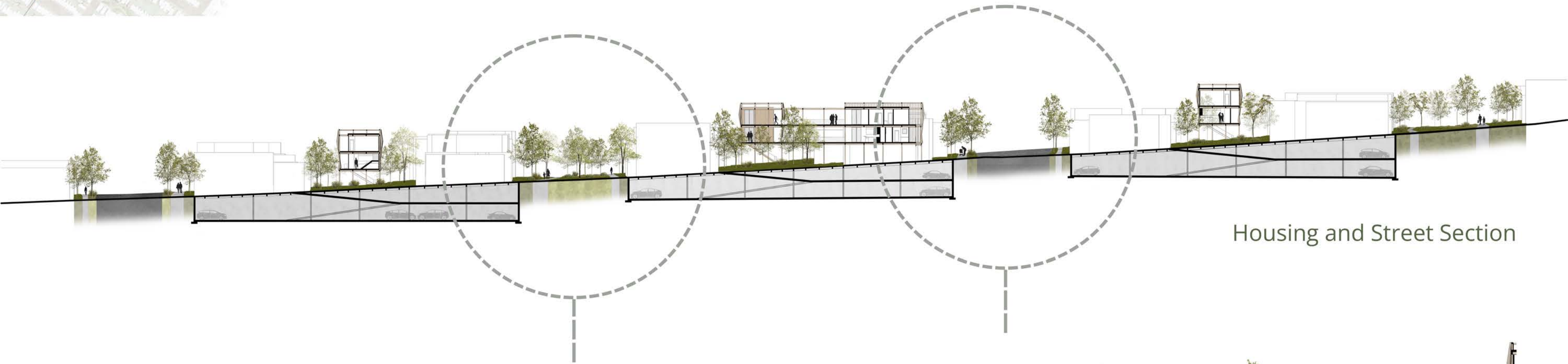


Proposed Bayview Master Plan

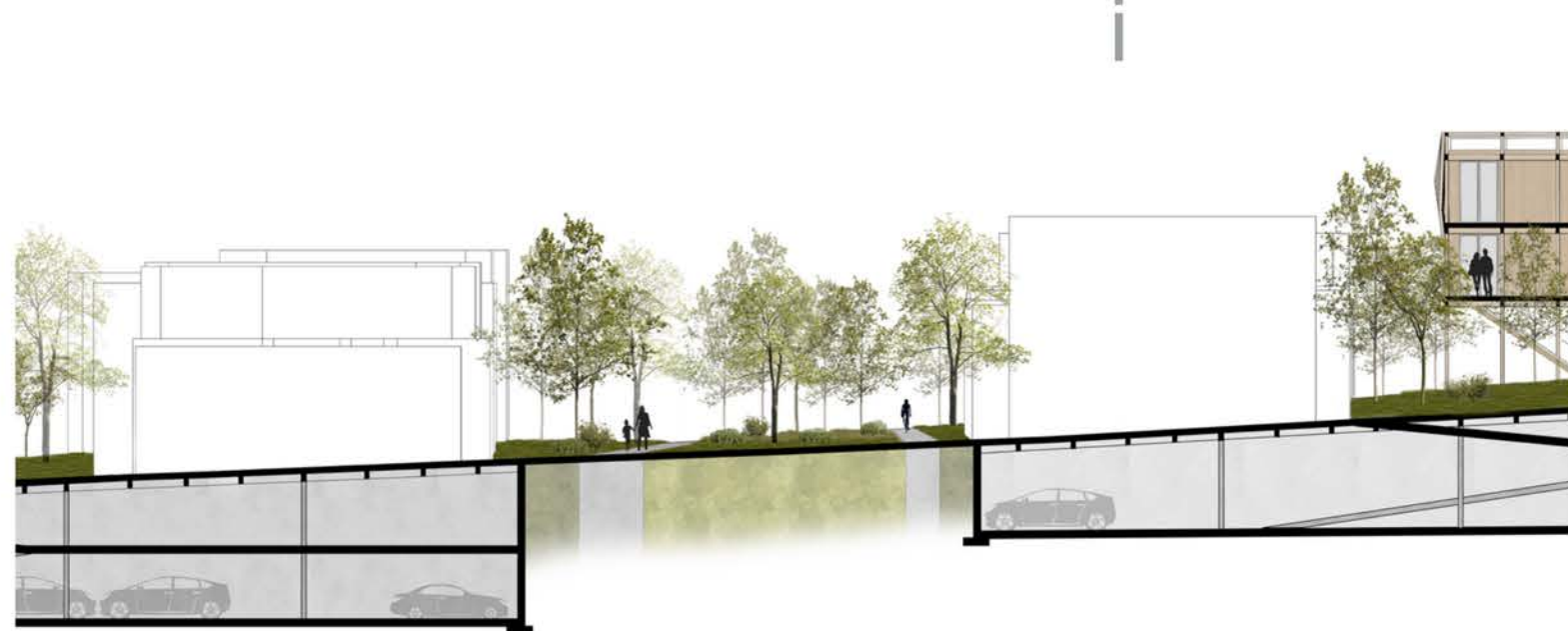
- 3rd Street Corridor
- Green Corridors
- Infill Housing
- Vehicular Circulation
- Public Transportation Routes

2 STREET SCALE

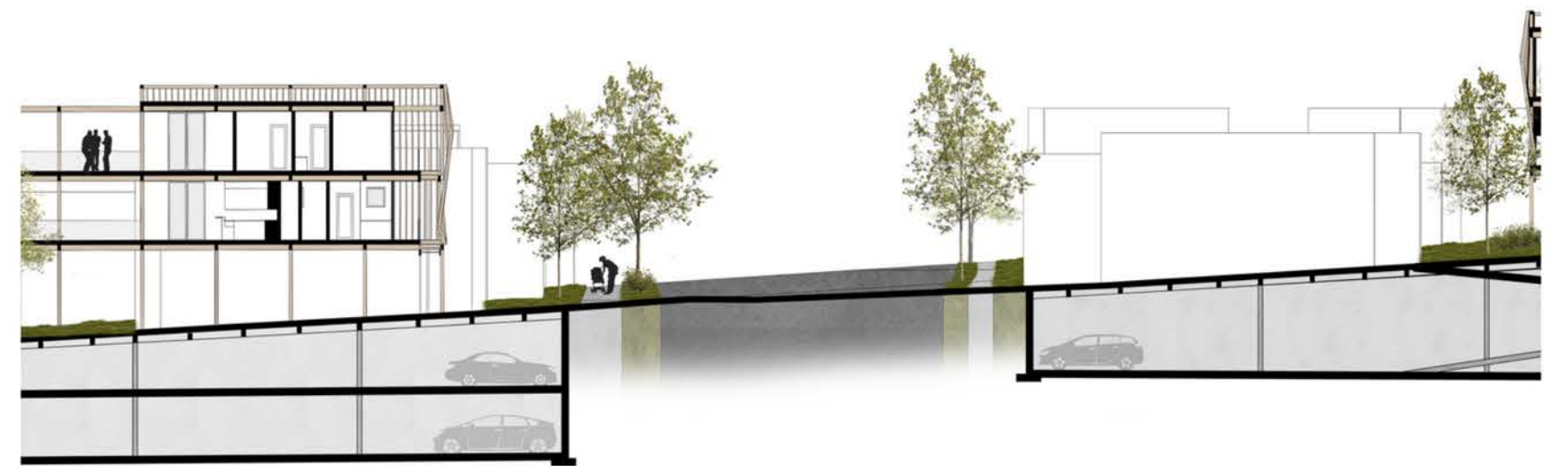




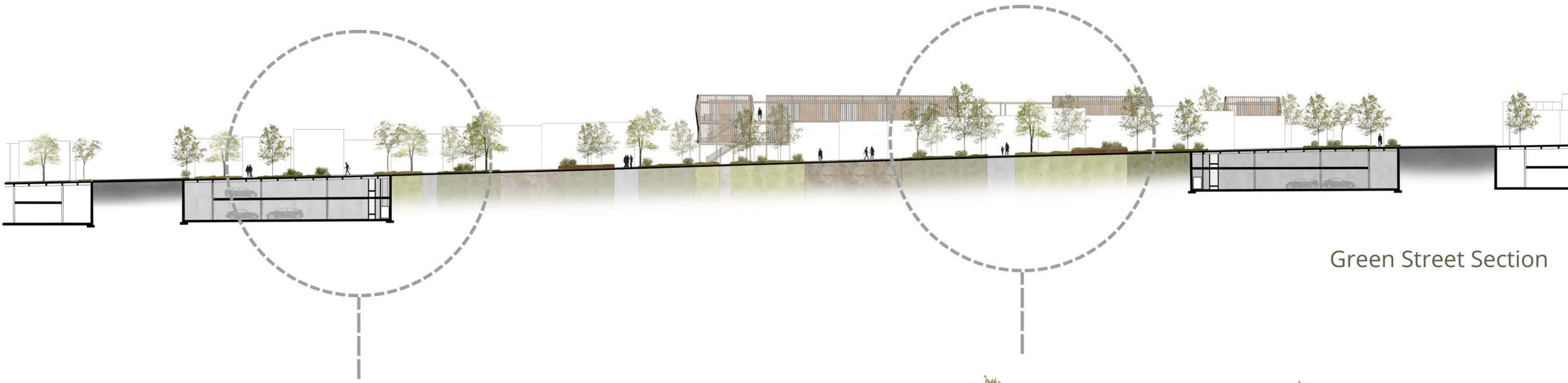
Housing and Street Section



Housing Green Street Section



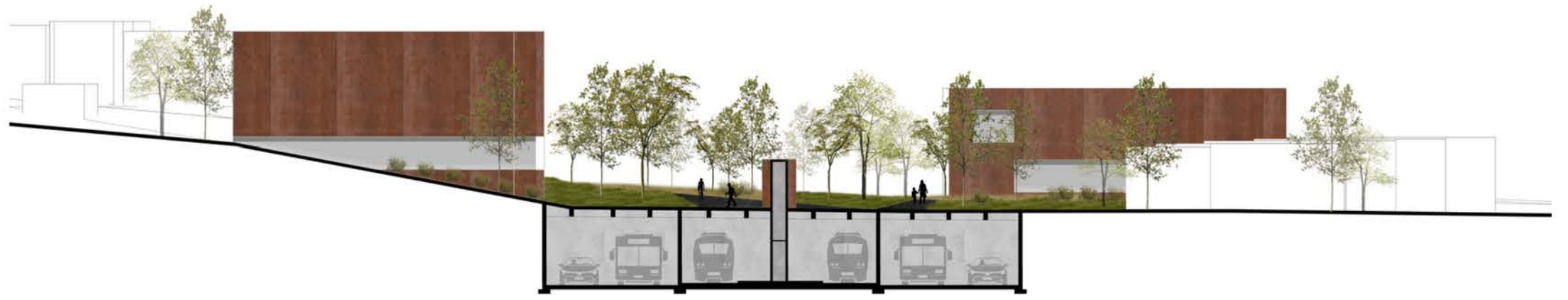
Roadway Street Section



Green Street Section



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3rd Street Corridor





3 SUPERBLOCK SCALE

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Bayview District Superblock

- Two Blocks with Green Corridor
- One/Two-way roadways
- Underground Parking
- Infill Housing





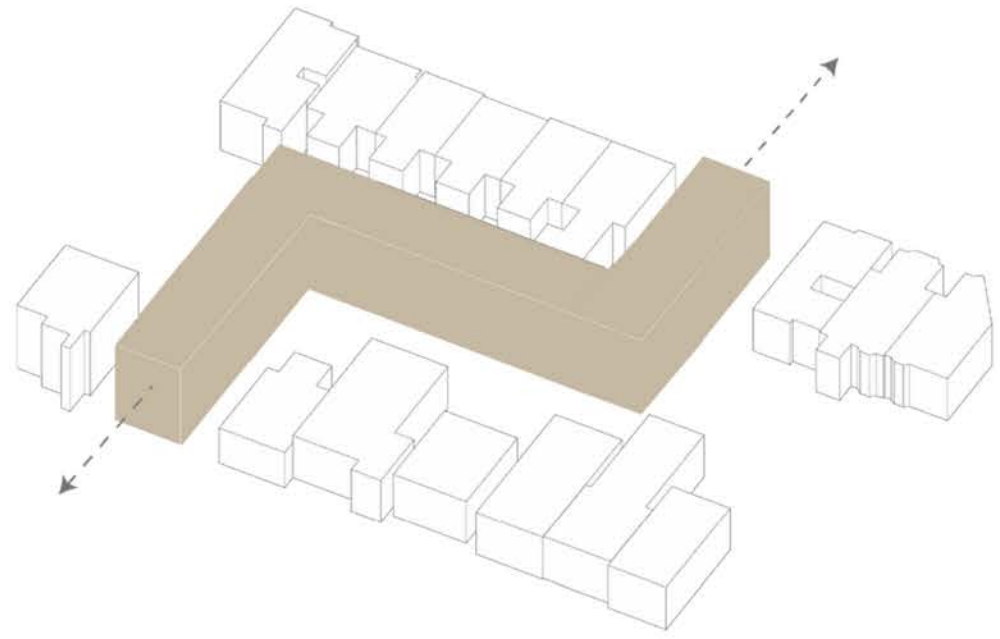




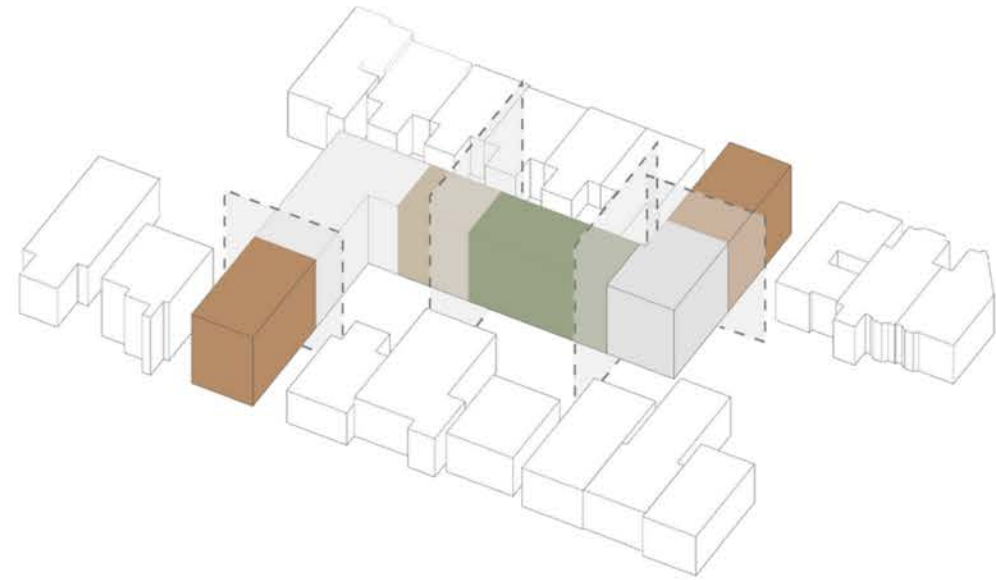
4 HOUSING SCALE

DESIGN THESIS

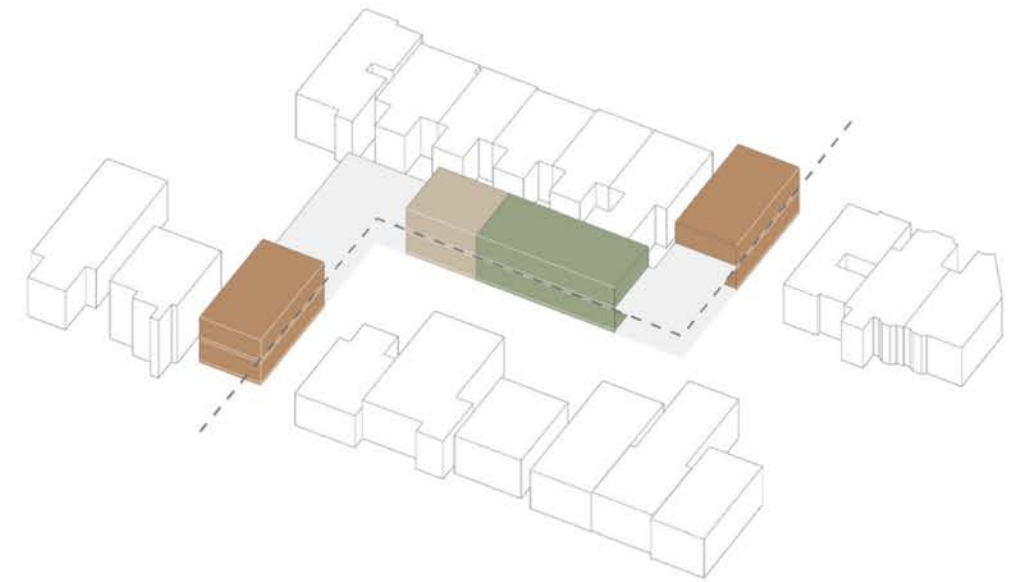
PROCESS DIAGRAMS



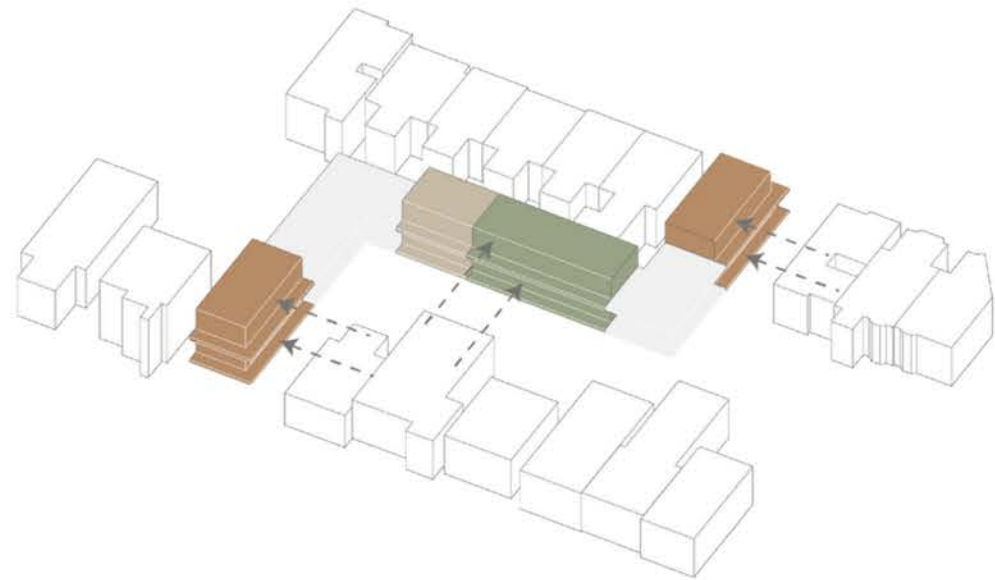
Phase 1: Site Integration



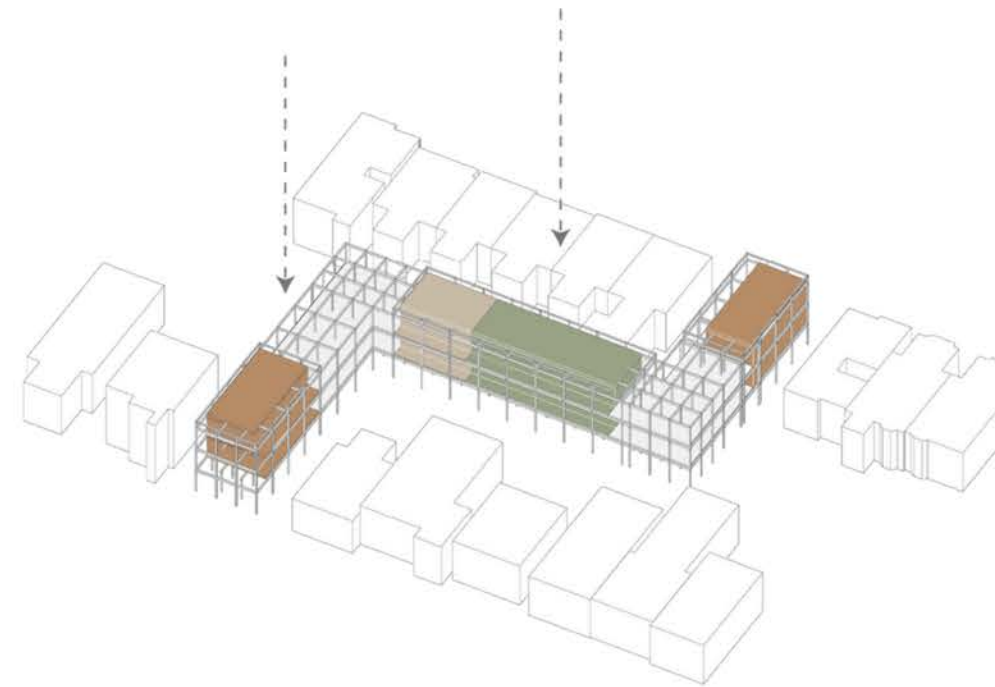
Phase 2: Determine Unit Sizes



Phase 3: Division of Stories



Phase 4: Push and Pull



Phase 5: Structural System



DESIGN THESIS



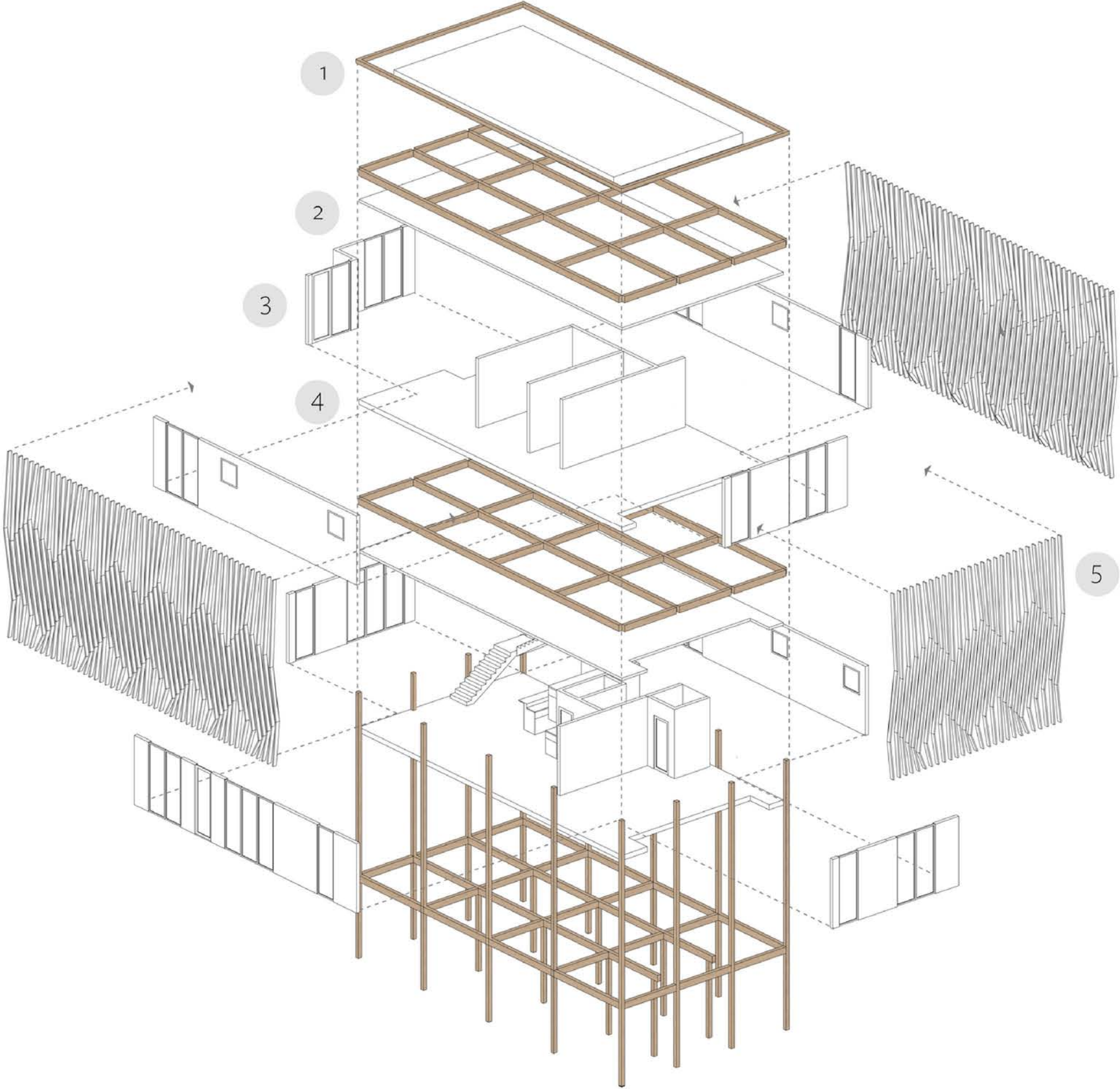
Housing Floor Plans

- 1 Kitchen & Dining Room
- 2 Living Area
- 3 Bedroom
- 4 Bathroom
- 5 Laundry & Storage

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Housing Structural Diagram

- 1 Heavy Timber Structural Framing
- 2 Ceiling Plate
- 3 Wood Stud Walls
- 4 Floor Plate
- 5 Wood Facade



THANK YOU!



RETHINKING THE AMERICAN DREAM

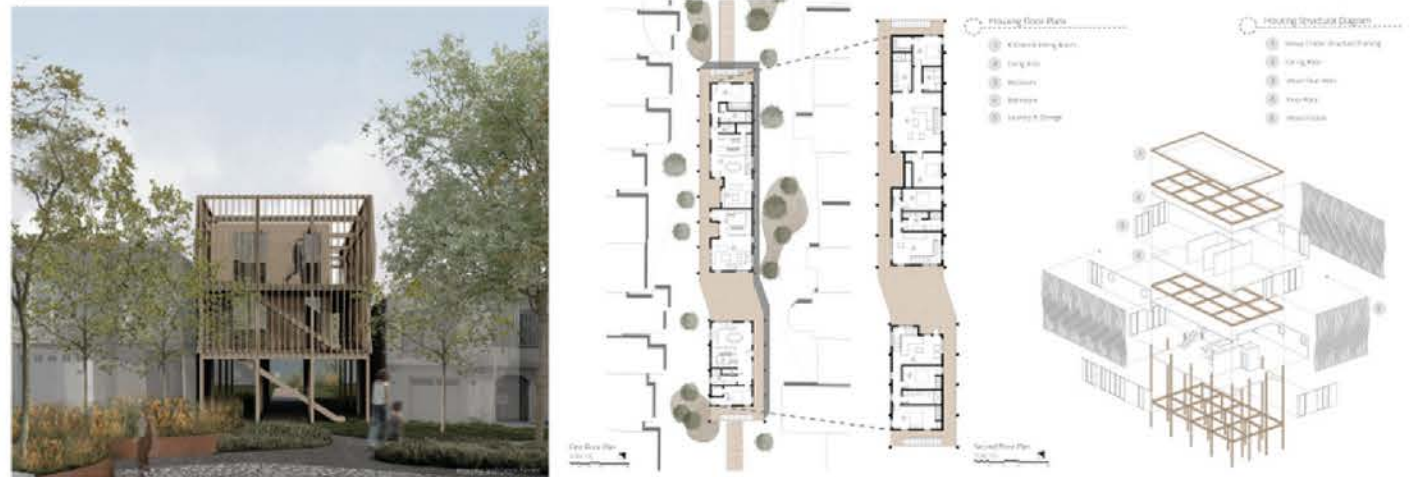
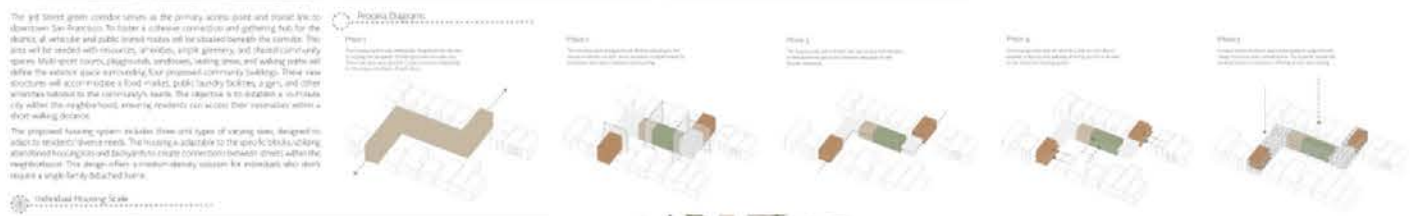
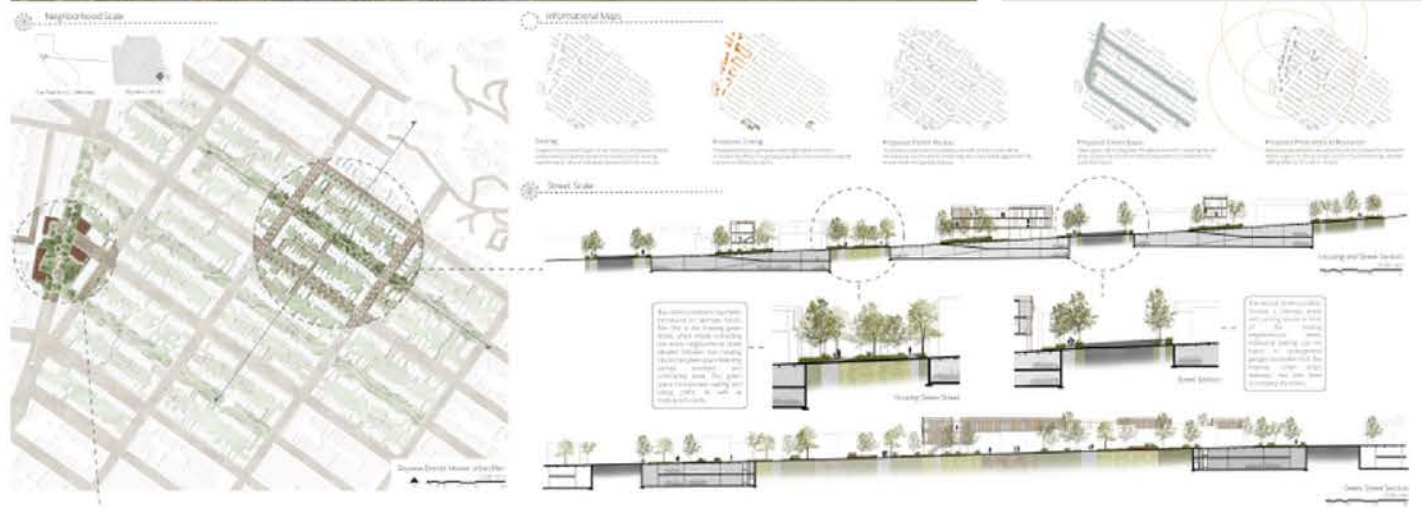
Reshaping Suburbia for the 21st Century



The research aims to redefine the "New American Dream" for the 21st century in a way that aligns with the preferences of the millennial generation, with a large demographic shift. These changes are being driven by the rise of the suburbs. Through an analysis of California's housing trends, migration shifts, and the opportunity for more affordable housing, this study will explore strategies to make suburban neighborhoods more affordable and aligned with current societal needs. As a final result, the suburbs will need to play a new role in equitable housing and resource availability in the hope of solving California's housing affordability crisis.



This updated American Dream is just a green hobby due to the continuous affordability crisis across the nation along with unaffordable wages and housing prices. People are being forced to live in less desirable areas, and the suburbs are becoming more of a refuge for the middle and lower-income class to keep up. Given the current economic conditions, there is a need for a paradigm shift in American housing. This shift should not only redefine our perception of the American Dream but also address whether it provides an equitable and accessible goal for everyone.



RETHINKING THE AMERICAN DREAM

Redesigning Suburbia for the 21st Century



This research aims to redefine the "New American Dream" for the 21st century. In a new era where single-family homes no longer align with the preferences of this generation along with a large demographic shift to more dense urban living, it is time to rethink the role of the suburbs. Through investigation of California's housing trends, migratory shifts, and the opportunity for medium-density housing, this study will explore strategies to make suburban neighborhoods more affordable and aligned with current societal needs. As a final result, the suburbs will evolve to play a new role in equitable housing and resource availability in the hope of solving California's housing affordability crisis.

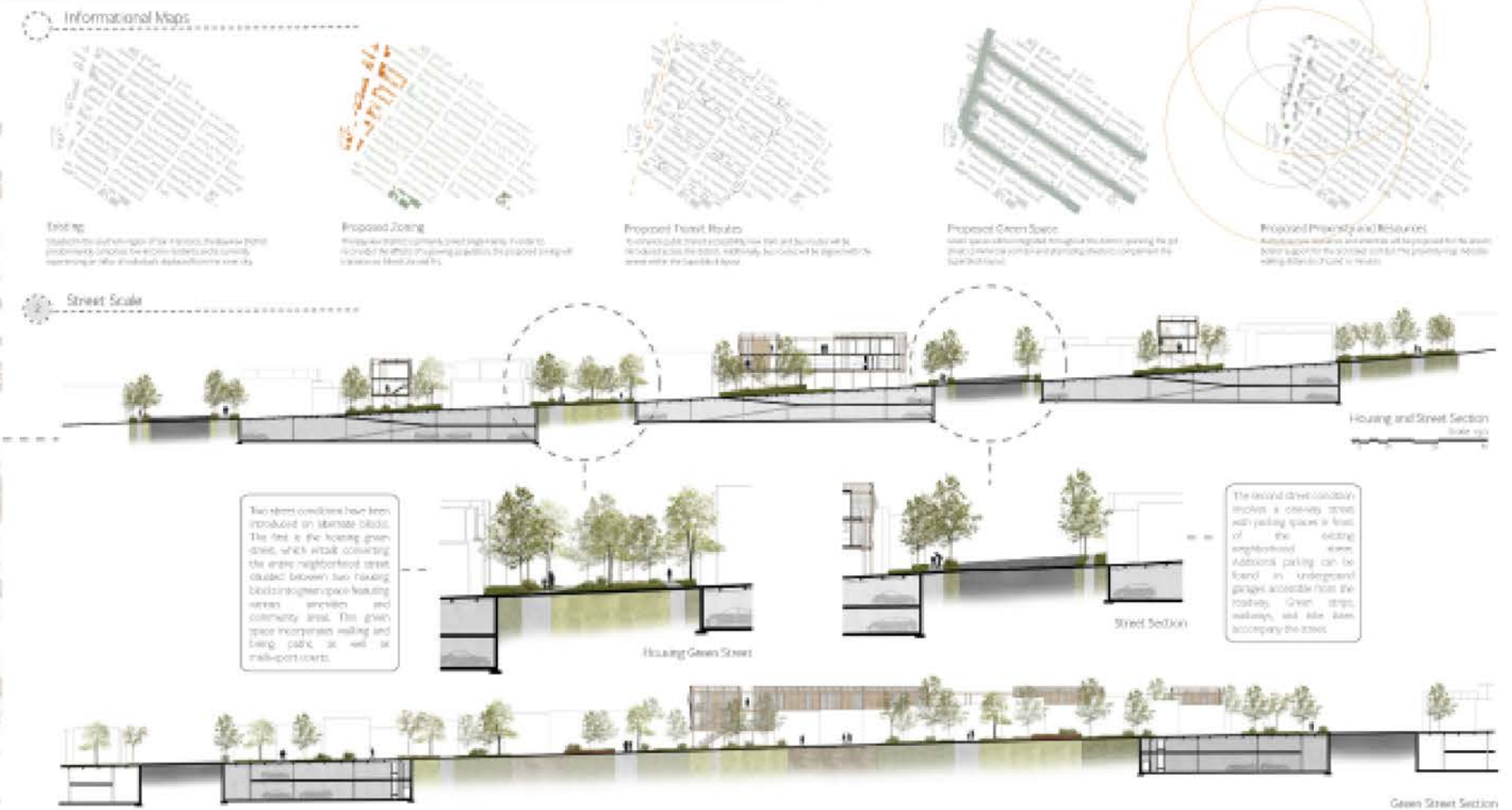
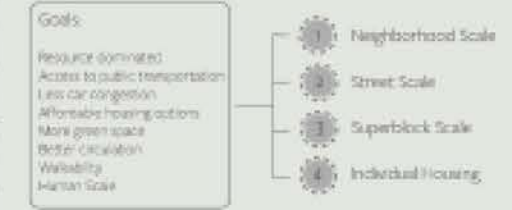


The so-called American Dream is just a dream today. Due to the continuous affordability crisis across the nation along with unparalleled wage and housing prices, people are no longer able to afford housing. The costs for housing throughout America vastly outpace any median American wage making it impossible for the middle- and lower-income class to keep up. Given the current economic conditions, there is a need for a paradigm shift in American housing. This shift should not only redefine one's perception of the American Dream but also address whether it provides an equitable and attainable goal for everyone.



Situated within San Francisco's Bayview neighborhood, the district faces a suburban environment marked by escalating housing costs and a surge of individuals displaced from the inner city. Plagued by under-resourcing, it lacks vital community amenities like green spaces and efficient public transportation. This solution, presented at four different scales, seeks to reimagine the American dream at the levels of neighborhood, street, superblock, and housing to better align with the preferences of this generation.

The American Dream at Four Scales





Superblock Scale

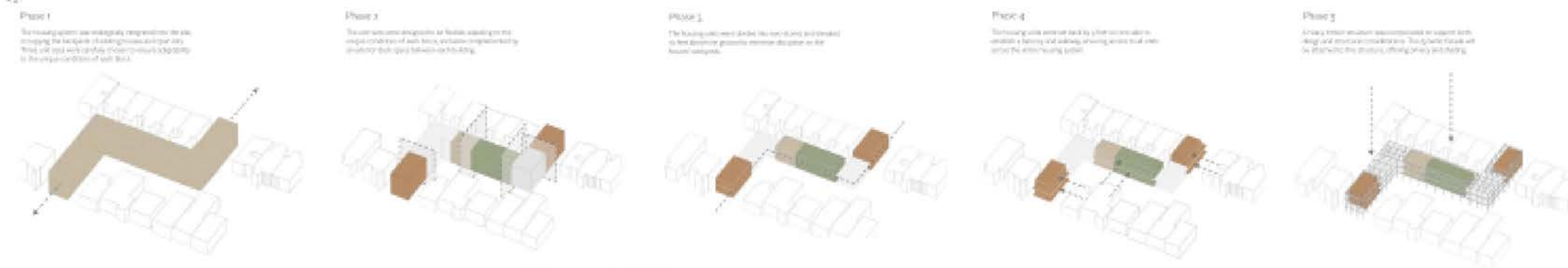


The proposed superblock introduces a human-scale housing and street layout, ensuring equitable access to green spaces for all residents in the neighborhood. This block comprises two one-way streets running east and west, and two two-way streets facilitating efficient circulation from north to south. To alleviate the current congestion, street parking and underground parking garages are incorporated. The housing system integrates seamlessly through existing housing backyards, relocating previous green spaces to the front of homes to encourage community interaction.

The 9th Street green corridor serves as the primary access point and transit link to downtown San Francisco. To foster a cohesive connection and gathering hub for the district, all vehicular and public transit routes will be situated beneath the corridor. This area will be seeded with resources, amenities, ample greenery, and shared community spaces. Multi-sport courts, playgrounds, sandboxes, seating areas, and walking paths will define the exterior space surrounding four proposed community buildings. These new structures will accommodate a food market, public laundry facilities, a gym, and other amenities tailored to the community's needs. The objective is to establish a 10-minute city within the neighborhood, ensuring residents can access their necessities within a short walking distance.

The proposed housing system includes three unit types of varying sizes, designed to adapt to residents' diverse needs. The housing is adaptable to the specific blocks, utilizing abandoned housing lots and backyards to create connections between streets within the neighborhood. This design offers a medium-density solution for individuals who don't require a single-family detached home.

Process Diagrams



Individual Housing Scale

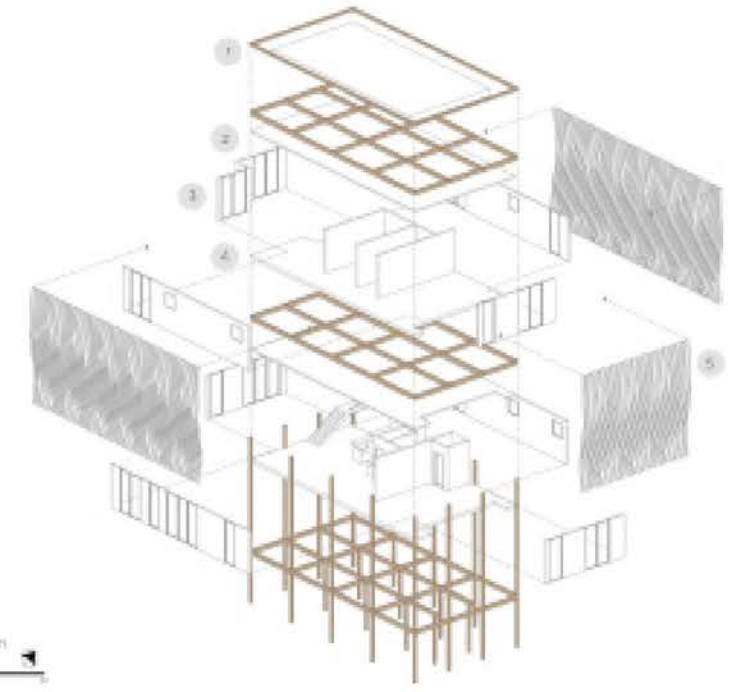


Housing Floor Plans

- 1 Kitchen & Dining Room
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Housing Structural Diagram

- 1 Heavy Timber Structural Framing
- 2 Ceiling Panel
- 3 Wood Stud Wall
- 4 Floor Panel
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RESOURCES

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- Desjardins, J. (2018, February 1). How do Americans quantify success? World Economic Forum.
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