SCAD PAD™
Big Ideas, Small Spaces
Re-imagining the Deck, Micro-housing and the frontier of Urban Living.
As the first generation parking decks age and urban land markets evolve, questions arise as to how these decks might be transformed and reimagined within the context of the next city.

What is the project about?
105 million spaces = 5 spaces for every car

*U.S. Census Bureau
88% want to live in urban centers

Design Development
Design Development
Design Development
Who made this possible

- Architecture
- Urban Design
- Design for Sustainability
- Furniture Design
- Interior Design
- Interaction Design
- Service Design
- Design Management
- Fibers
- Historic Preservation
- Industrial Design
- Interactive Design and Game Development

Faculty

Degrees

PARKING DECK SITE PLAN
Who made this possible

75 Students
37 Alumni
12 Faculty
12 Degrees

» Architecture
» Urban Design
» Design for Sustainability
» Furniture Design
» Interior Design

» Interaction Design
» Service Design
» Design Management
» Fibers
» Historic Preservation

» Industrial Design
» Interactive Design and Game Development
The Parking Garage: The Next Frontier in Adaptive Reuse

With tiny housing units, students at the Savannah College of Art and Design (SCAD) are rethinking the future of urban parking.

Administrators at the college—which has campuses in Savannah, Atlanta, and Hong Kong—aren't the only ones in the US to be interested in repurposing parking spaces into living spaces. The city of Savannah has also been exploring the idea, as well as looking into solutions like vertical gardens and green roofs to make the most of the space.

Wouldn't it make sense, they wondered, to turn the unused space into something more valuable?

Meet the Regular People Living in America's Smartest Homes

The smart home is human

Lynda Elayna Spratley's Recycled Home


The Guardian

Multistorey car park in US transformed into designer micro-apartments

Many of the 105 million parking spaces in American cities are under-used: could they be repurposed into affordable housing?

Rebecca Burns

The Guardian, Wednesday 9 July 2014

The Architects Newspaper

THE LIVING LOT

SCAD creates sustainable micro-apartments inside an Atlanta parking garage.

�

CNN Living

Millennials want to live in parking spaces, says school

Updated 11:48 AM EDT, Thursday, July 14, 2014

STORY HIGHLIGHTS
- Designers build tiny homes in parking spaces to create prototype community
- Small homes appeal to young urban dwellers in cities around the world

Multistorey car park in US transformed into designer micro-apartments

Many of the 105 million parking spaces in American cities are under-used: could they be repurposed into affordable housing?

Rebecca Burns

The Guardian, Wednesday 9 July 2014

The Architects Newspaper

THE LIVING LOT

SCAD creates sustainable micro-apartments inside an Atlanta parking garage.
What would a typical SCADpad unit cost, and how long would it take to produce?

From initial concept through completion, the three pilot SCADpad units were developed in 10 months. Once prototyped, the units could be constructed in 1-2 months, at a projected base cost of $40,000.
SCADpad MEETS THE DEMAND FOR SPACE-CONSCIOUS URBAN LIVING

The Return to the City

- Across the United States, the city is back. "For the first time in more than 100 years the urban population growth rate in the United States is outpacing the suburban growth rate," marking a return to the urban core sparked and driven by the immigration of those disenfranchised with their sub-urban options and the creative class."\(^1\)

- Metropolitan areas in the U.S. “contained 269.9 million people in 2013, up about 2.3 million from 2012,” and “grew faster than the U.S. as a whole between 2012 and 2013.”\(^2\)

- Nearly 100 percent of robust population growth is located in urban areas."\(^3\)

Millennials Lead a Shift in Housing Needs and Preferences

- The Millennials, "now 18 to 35 years of age and the largest age cohort in American history," are leading the move back to the city. A "[w]hopping 88% [of Millennials] want to be in an urban setting"\(^3\) and 77 percent of them want to "live in an urban core."\(^6\)

- "[Millennials] prefer flexible working situations, want to live in stimulating neighborhoods, and don’t mind dealing with less individual space.”
  - What’s Next? Real Estate in the New Economy
  - Urban Land Institute, 2011

- “Overwhelmingly, bright-light urban environments attract the exploding number of career-building, Boomer offspring known as Generation Y. After rooming in college dorms, these 20-somethings on tight budgets prefer places to congregate with friends – in parks, bar scenes, restaurant clusters, and building common areas – and can tolerate smaller living spaces.”\(^7\)

- "Mini-sizing ‘is not a fad!’"
  - "Developers say they can’t build micro-housing fast enough.”
  - USA Today
  - July 31, 2013

- By 2020, 27 percent of households will consist of a single person.\(^8\)
This century belongs to the city. Around the world, millions of people are returning to the urban core. SCADpad reimagines 20th century parking decks that are facing obsolescence by repurposing these decks as 21st century vertical neighborhoods. In its concept, design and execution, SCADpad embodies and advances timeless architectural principles for the Millennial age. SCADpad meets the demand for space-conscious urban living, maximizes parking deck revenue and models an immediate strategy for sustainable adaptive reuse.

**SCADpad MAXIMIZES PARKING DECK REVENUE**

**The Present of Parking Decks**

- Colliers International’s 2012 *Parking Rate Survey* predicts that rising gasoline prices “could prompt more urban commuters to carpool or take public transportation, decreasing demand for paid parking and dropping rates.”

- "The parking industry is facing tremendous price resistance among consumers these days. The industry faces the reality of fewer cars coming into Manhattan, a weaker economy as well as higher rents, higher real estate taxes, and higher insurance costs. Because of this, it is becoming more and more difficult to maintain profitability.”

  *The New York Times, February 3, 2012*

- *The Atlantic Cities* reports that “developers themselves . . . [have] been receptive to the idea [of designing parking decks with an eye toward reuse] . . . perhaps because they see a less-car dependent future and [are] ‘worried about building parking garages that don’t really have a long term use’.”

*"The Atlantic Cities* reports that “developers themselves . . . [have] been receptive to the idea [of designing parking decks with an eye toward reuse] . . . perhaps because they see a less-car dependent future and [are] ‘worried about building parking garages that don’t really have a long term use’.”

*The New York Times, February 3, 2012*
Maximizing Parking Deck Revenue By Transitioning From Parking to Housing

- “In the real estate world, investors and developers naturally follow jobs . . .”
- “Metropolitan areas in the United States represent over 80 percent of the gross domestic product (GDP) of the country . . .”
- “Institutional investors increasingly make apartments their much preferred property sector . . .”
- “Lively places are more enticing, interesting, and friendly, especially for the gen-Y cohort, which developers want to attract.

How SCADpad Enables Owners and Operators to Maximize Parking Deck Revenue

- SCADpad maximizes revenue per parking bay. Parking deck owners and operators across a variety of U.S. markets may maximize revenue per parking bay by capturing the increased margins generated by leasing SCADpad modules at cost-effective rates below median studio rents and above median rates for monthly unreserved and reserved parking bays.

<table>
<thead>
<tr>
<th>Top 10 Priciest Cities to Rent an Apartment</th>
<th>Median Studio Monthly Rent</th>
<th>Median Monthly Unreserved Parking Rate (single bay)</th>
<th>Median Monthly Reserved Parking Rate (single bay)</th>
<th>Average Difference in Value, Housing vs. Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>$2,295</td>
<td>$375</td>
<td>$450</td>
<td>6x</td>
</tr>
<tr>
<td>New York City</td>
<td>$2,300</td>
<td>$562</td>
<td>—</td>
<td>4x</td>
</tr>
<tr>
<td>Boston</td>
<td>$2,000</td>
<td>$405</td>
<td>$400</td>
<td>5x</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>$1,675</td>
<td>$270</td>
<td>$525</td>
<td>5x</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$1,405</td>
<td>$220</td>
<td>$275</td>
<td>6x</td>
</tr>
<tr>
<td>San Jose</td>
<td>$1,455</td>
<td>$115</td>
<td>$200</td>
<td>8x</td>
</tr>
<tr>
<td>Oakland</td>
<td>$1,700</td>
<td>$195</td>
<td>$255</td>
<td>8x</td>
</tr>
<tr>
<td>Miami</td>
<td>$1,319</td>
<td>$125</td>
<td>$150</td>
<td>10x</td>
</tr>
<tr>
<td>Seattle</td>
<td>$1,210</td>
<td>$285</td>
<td>$350</td>
<td>4x</td>
</tr>
<tr>
<td>San Diego</td>
<td>$1,095</td>
<td>$175</td>
<td>$240</td>
<td>6x</td>
</tr>
</tbody>
</table>

*All figures calculated to the nearest whole