

New flesh on old bones

Refitting aging places for new life

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Smart Growth America
Improving lives by improving communities

There is a price/value premium
for walkable places



Mounting evidence
from all around the US

Economic development is increasingly a competition over *placemaking*.



Asheville, North Carolina

And that means *walkable* places.

- Revitalizing old main streets and legacy downtowns
- Retrofitting suburban centers

These are the key opportunities.

Urban and street space design is key to successful strategy.





Communities are now in a
ferocious competition
over
place

(whether they know it or not)

So, what to do?



Distinctive shopping centers that create a sense of place are succeeding ...

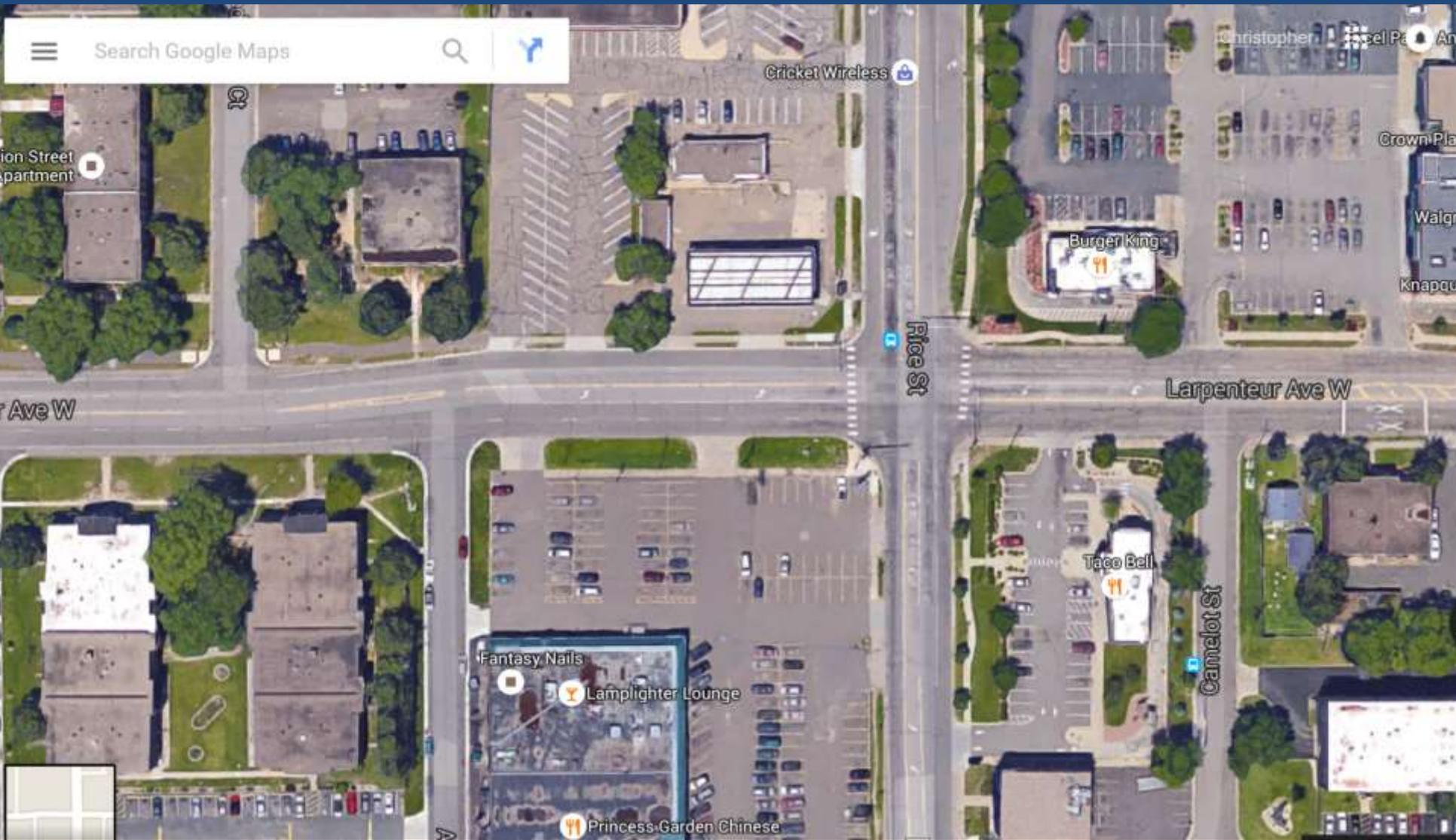


... others are failing.



What to do with places like this?





St. Paul, Minnesota

Sense of place?

Not so competitive in the 21st century



Typical suburban office location

Devoid of any sense of place



Density and height
do not equal
urbanity



Remaking suburban corridors

Redeveloping commercial strips
& single-story, single-purpose commercial sites

Examples of successful growth strategies
through walkable development

Mizner Park

Boca Raton, FL

Before



Mizner Park

Boca Raton, FL



After



Before

Belmar

Lakewood, Colorado

After



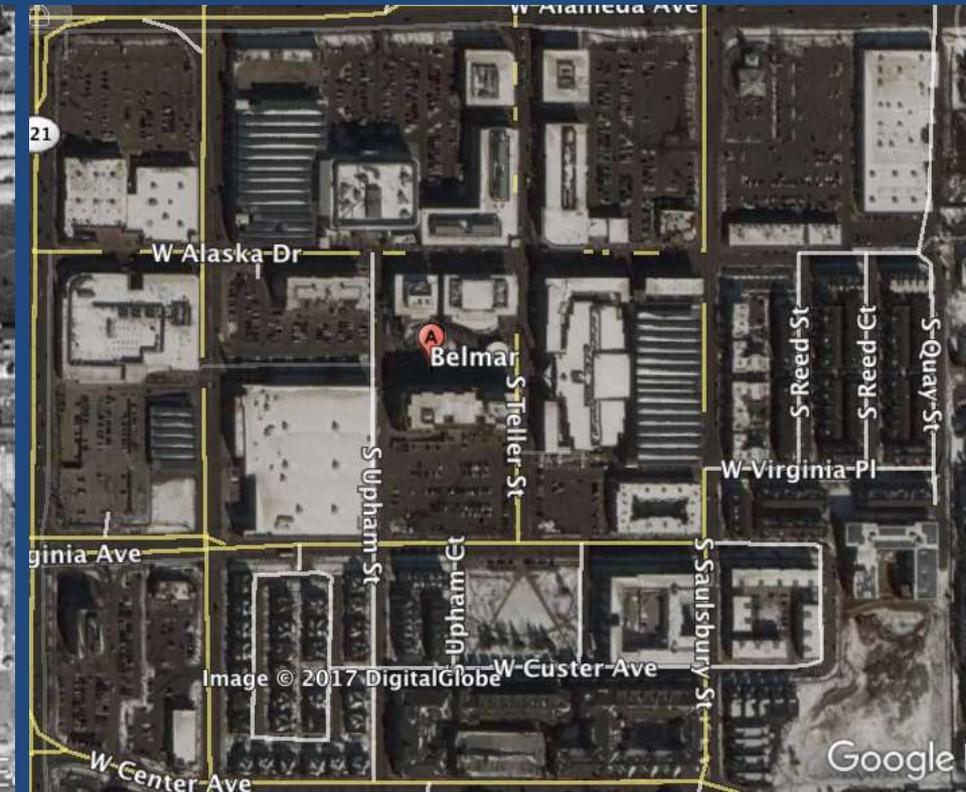
Belmar
Lakewood, Colorado



Belmar Lakewood, Colorado

Before (1999)

After (2016)



“Mosaic”

Merrifield, Virginia

Before



SEMI-PRO	10	HORTON HEARS	7
COLLEGE TRIP	11	DOOMSDAY	8
BOLEYN GIRL	12	NEVER BACK	9
VANTAGE	13	SPIDERWICK	10
WOODS BC	14	BANK JOB	11
RUMBER	15	NO COUNTRY	12
CLOVERFIELD	16	LAND	13

“Mosaic”

Merrifield, Virginia

After



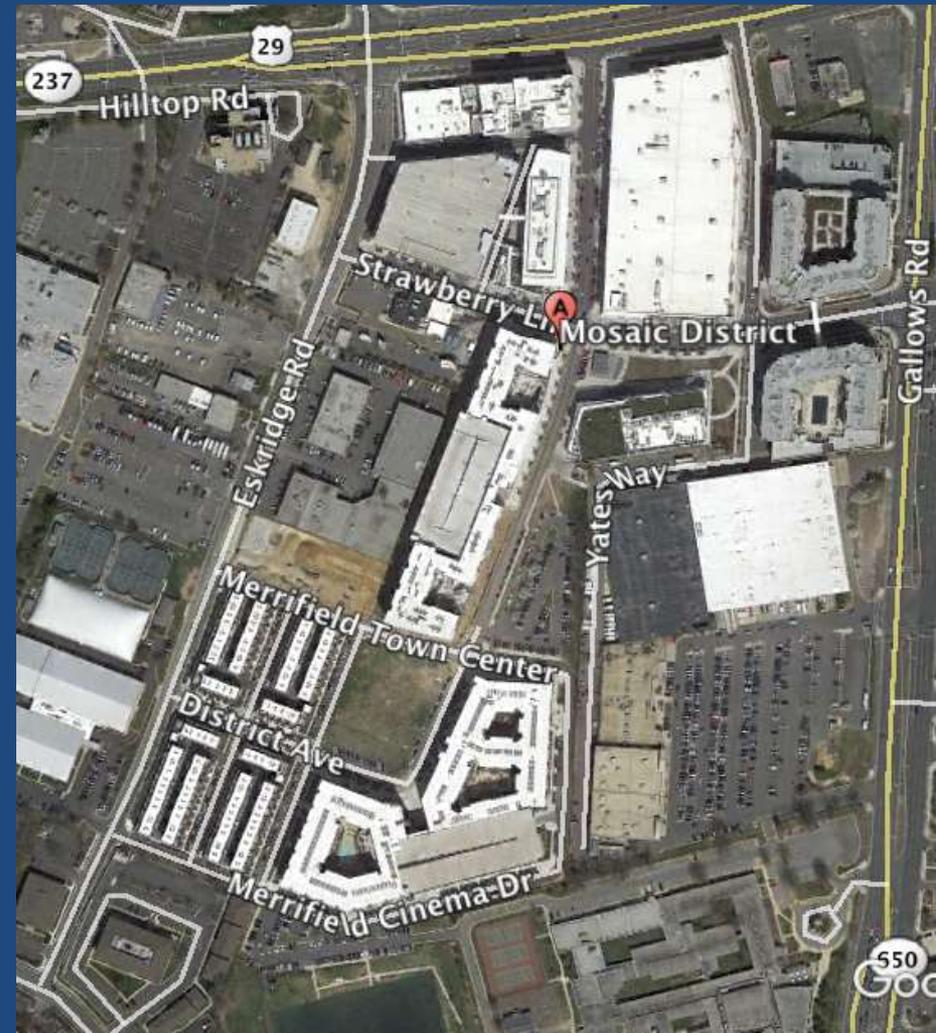
“Mosaic”

Merrifield, Virginia

Before (2002)



After (2016)



Columbia Pike



**Transforming an auto-oriented strip
into a walkable main street**



Columbia Pike



Photo: Mimi X. Ho (Columbia Pike Documentary Project)

Suburban strip characterized by car-oriented development

“Adams Square”
Shopping Center –
Old grocery store,
small commercial strip,
a lot of asphalt



Photo: Lloyd Wolfe (Columbia Pike Documentary Project)

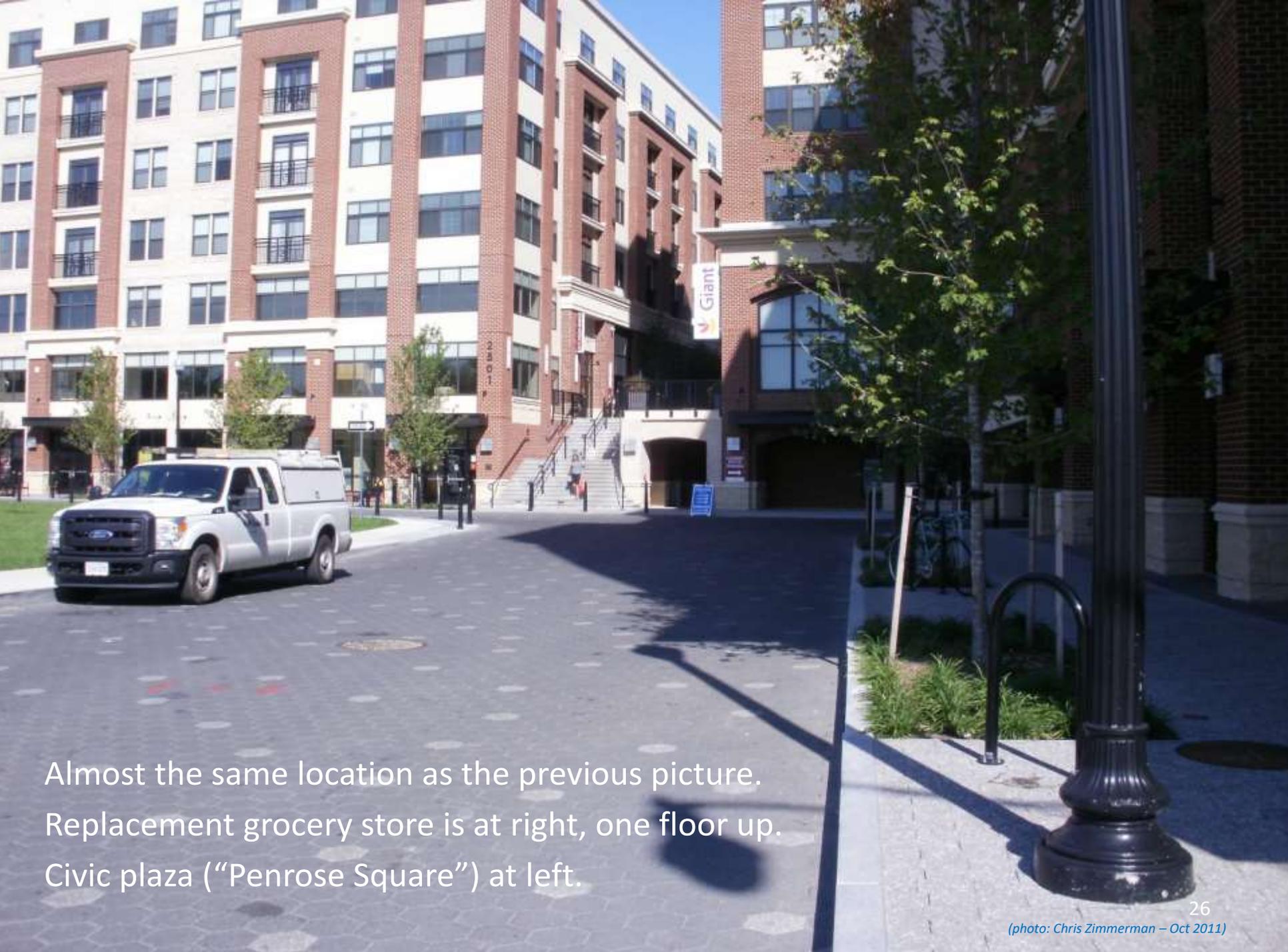


Photo: Lloyd Wolfe (Columbia Pike Documentary Project)



“Adams Square” Shopping Center - 2009

Just prior to demolition & construction



Almost the same location as the previous picture.
Replacement grocery store is at right, one floor up.
Civic plaza (“Penrose Square”) at left.



Old, pedestrian un-friendly buildings (circa 2002)



Photo-shopped
pedestrians

Same site (2010)

- 6 stories
- 5 of apartments
- 30,000 sq. ft. ground-floor retail





(photo: Chris Zimmerman - 2012)



(photo: Chris Zimmerman - Oct 2011)

And now we have actual pedestrians.

5500 Columbia Pike (west end)



Small strip commercial building with surface parking lot, circa 2002

“5500” – Residential with retail



The just-completed project, winter 2010

Shirlington



Converting a one-block strip shopping center to a mixed-use development

Shirlington Village 1989

Before
redevelopment,
site was
dominated by
parking lots.

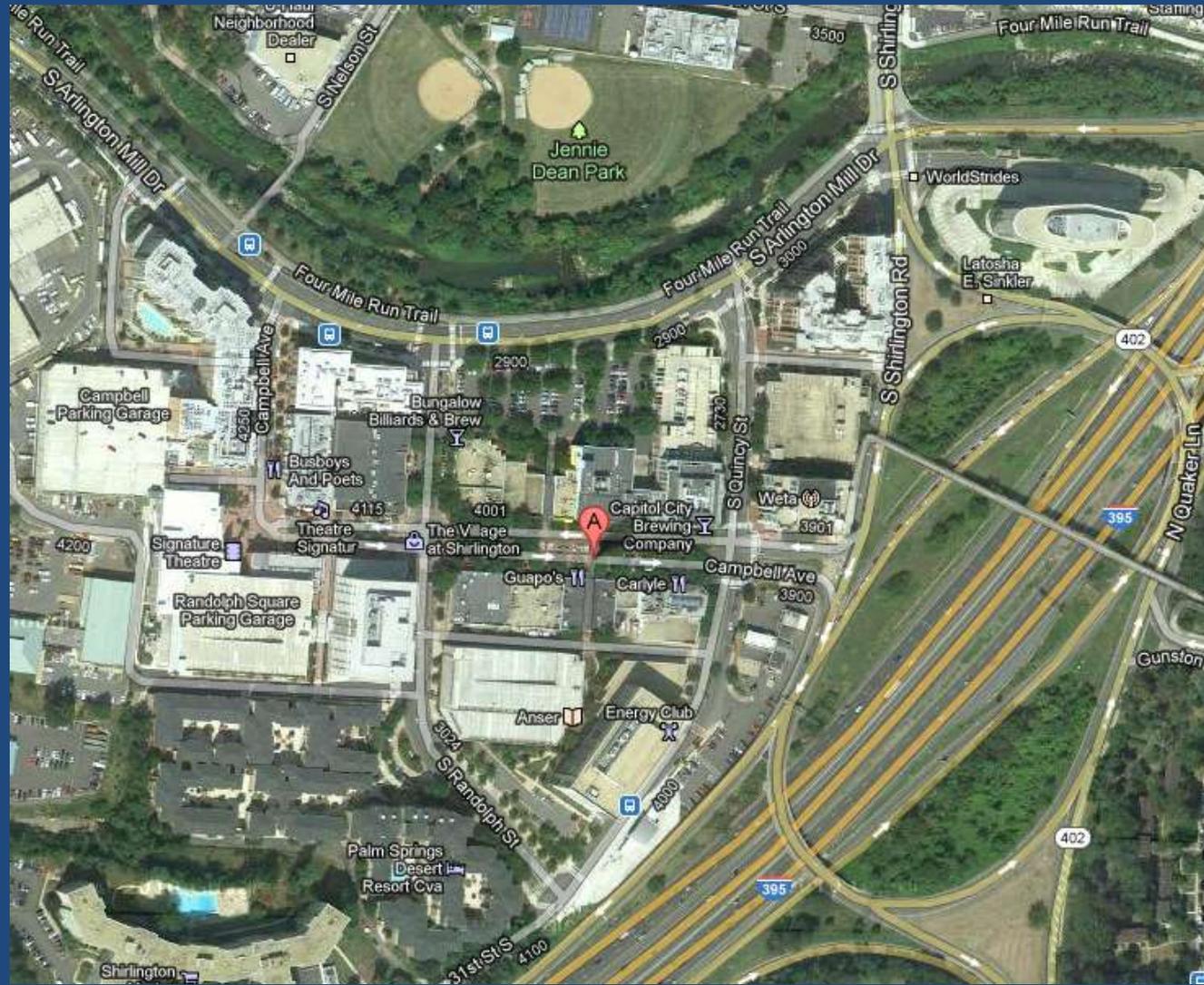
Red areas were all
surface parking.



Shirlington Village 2010

After completion,
new building and
streets replace
almost all surface
lots.

Five parking structures
located behind building
frontages, just one small
remaining surface lot.





New street grid and network of sidewalks

New traffic signals, intersection improvements connect to an adjacent arterial street and the regional park

½ mile of new landscaped connecting sidewalks link to an adjacent neighborhood

Creating a Pedestrian-Friendly Environment



Active sidewalks – seating, permeable facades



Residential units over retail

Shirlington

Apartments (rental & condo)
over street-level retail

Including a 2-story grocery

1,000 residential units

300,000 sq ft retail

580,000 sq ft office

57,000 sq ft library & theatre

106 hotel rooms

***All in about 2 blocks, next to
a highway***





	2000	2010	% increase
Office, s.f.	151,000	581,000	285%
Retail, s.f.	228,000	302,000	33%
Cultural, s.f.	0	57,000	∞ %

Cameron Davidson



	<u>2000</u>	<u>2010</u>	<u>% increase</u>
Housing units	2,200	3,700	68%
Population	3,700	4,500	22%
Employment	1,200	3,700	208%

Cameron Davidson

Fiscal impact

SOURCES OF MAJOR LOCAL TAX REVENUE

Commercial RE Tax	\$2,313,672
Condominium RE Tax	\$1,133,475
Apartment RE Tax	\$1,920,660
Sales & Meals Tax	\$1,303,346
Transient Tax	\$347,651
BPOL	\$809,785
Business Tangible Property	\$462,323
TOTAL LOCAL TAX REVENUES	\$8,291,323

REVENUES GENERATED

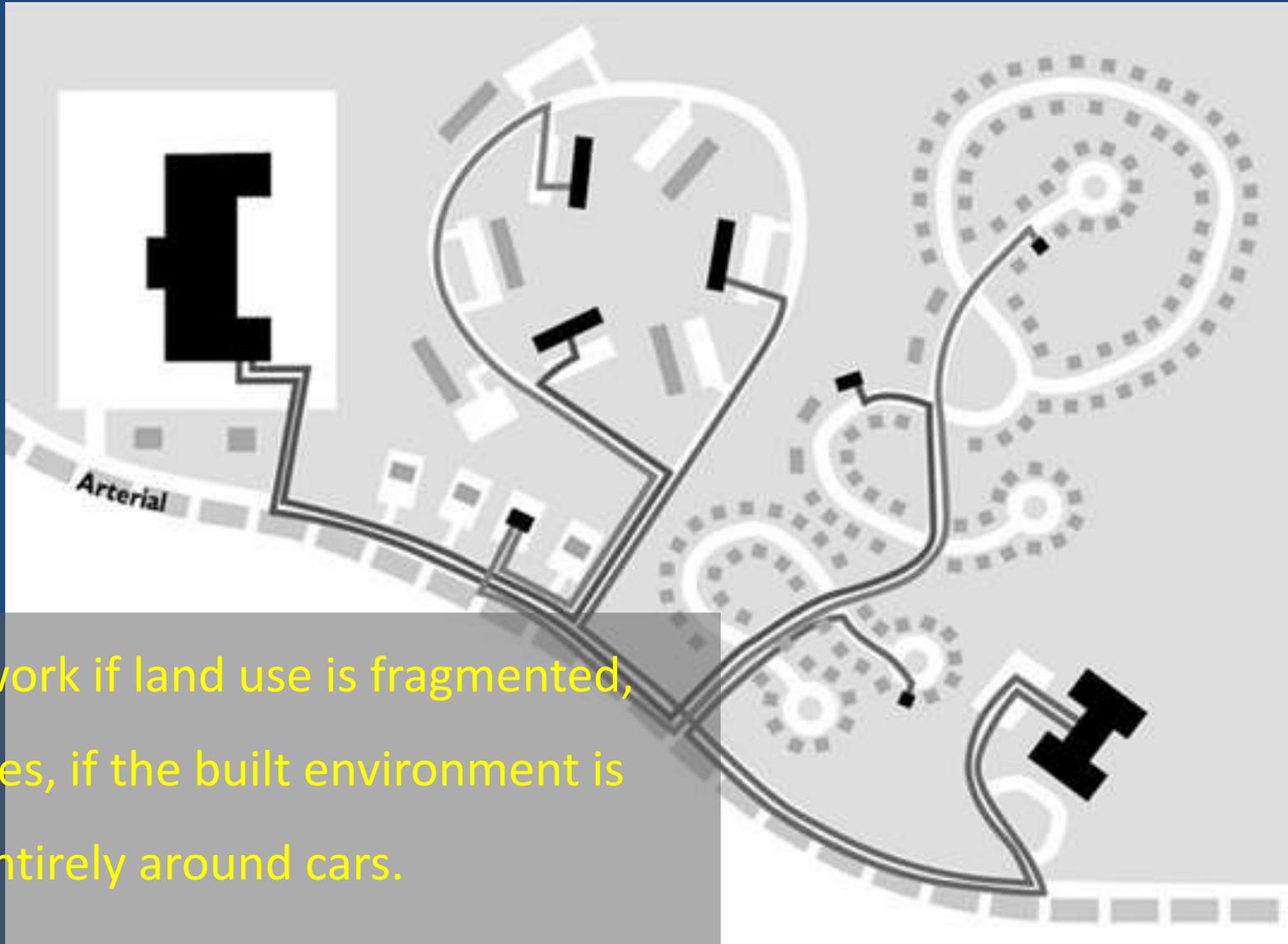
Sales & Meals	\$28,333,606
Hotel Rooms Rates (Pre-Tax)	\$6,621,921

Remaking suburban corridors

Redeveloping commercial strips
& single-story, single-purpose commercial sites

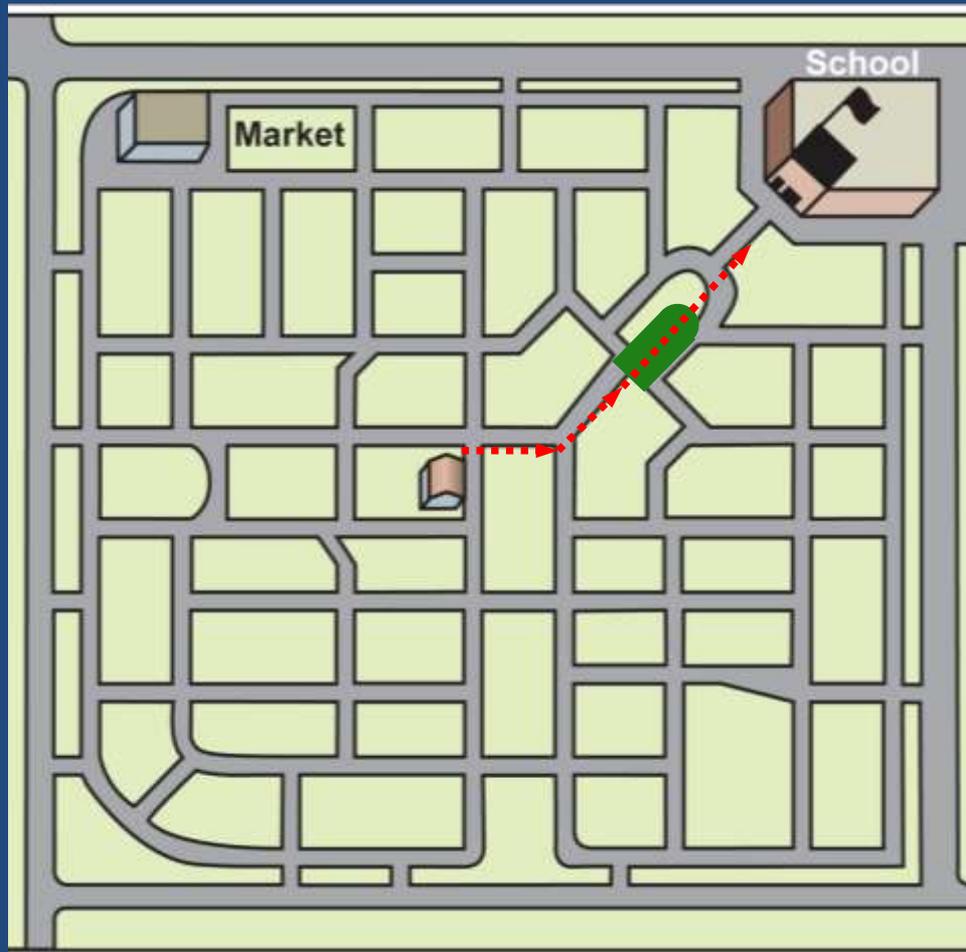
Methods and best practices

Land patterns & urban design

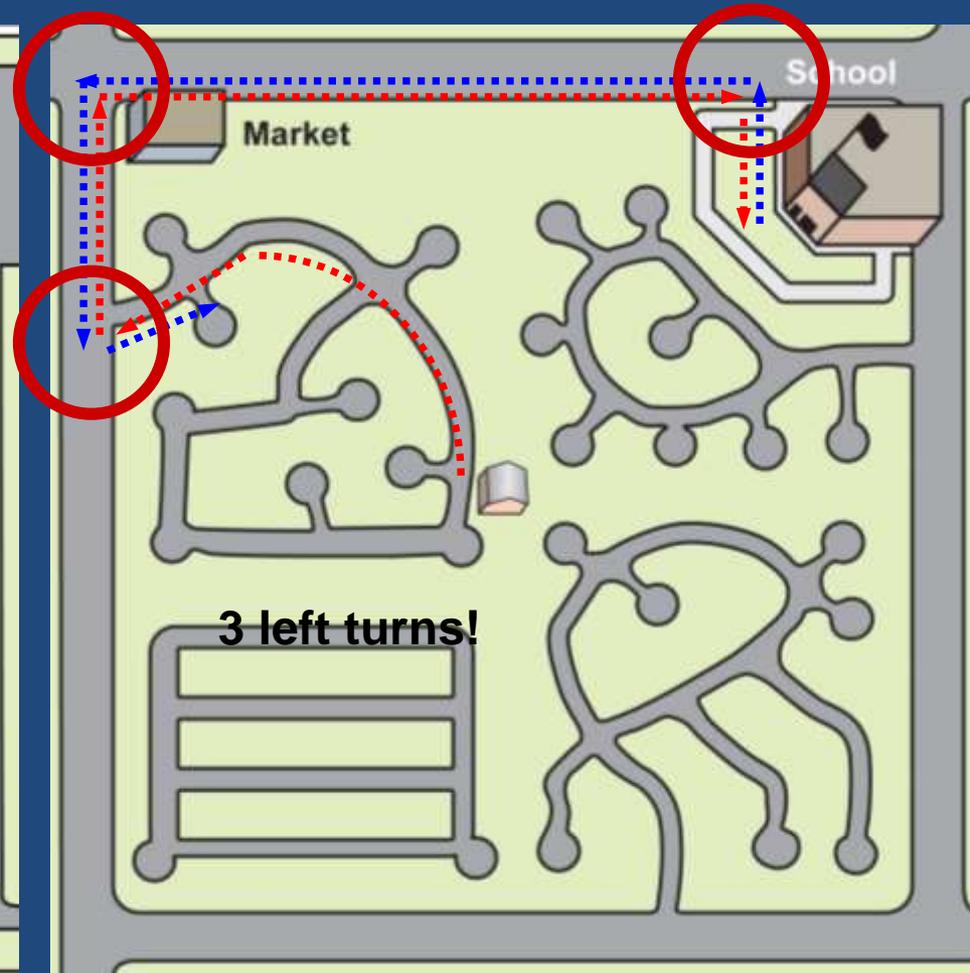


It doesn't work if land use is fragmented, isolating uses, if the built environment is designed entirely around cars.

Local street connectivity



<- 1 mile square ->



<- 1 mile square ->

Urban design

Ground level retail or neighborhood-serving uses at corners, build to within 5 feet of property line.

Break building mass at regular intervals with pedestrian passages.

Ground level residential entries oriented to street, build to within 15 feet of property line.



Articulation of facades to express unit increments, maximum height 3.5 floors.

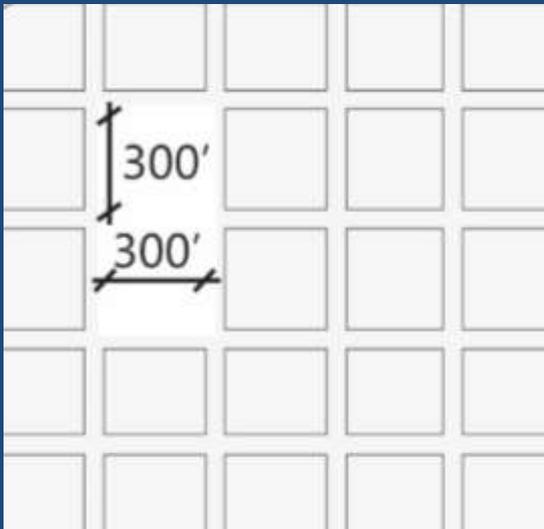
Rear loaded garages, carriage houses encouraged, maximum height 2 floors.

Design issues

- Street space
- Parking
- Density
- Connectivity
- Transitions

Street design

- Street grid important for connectivity
- Block size must be scaled properly



Conceptual grid plan

- Walkable 300 ft blocks
- Mixed Uses and Density

(Block shown downtown
Tulsa, below E 5th & S Main St)



Street cross section



Coherent built environment is created, both by design of ROW, and the form of buildings abutting it.



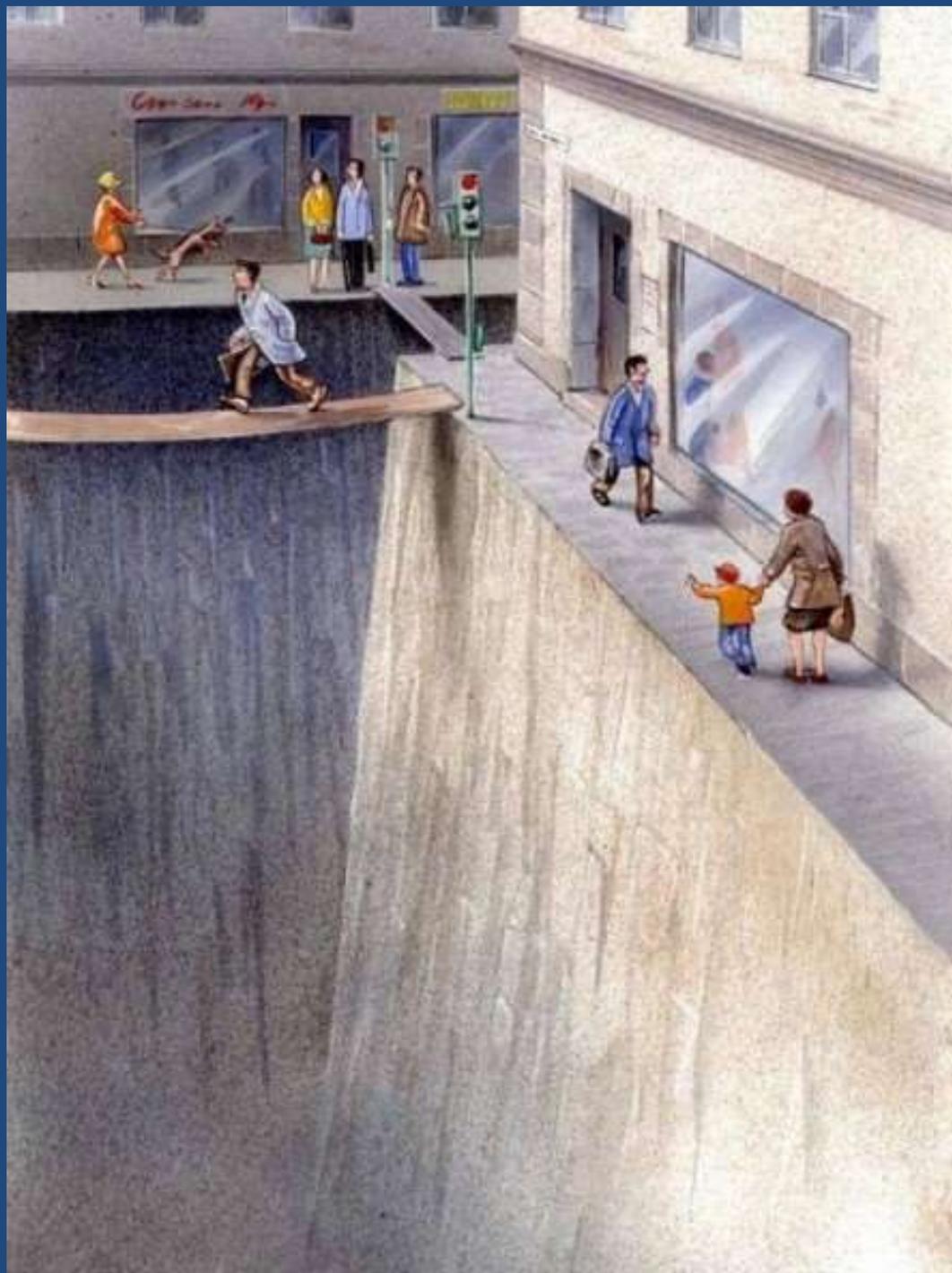
Before

Even small elements like street trees can profoundly affect the pedestrian experience



After

The importance of Complete Streets



Karl Jirg cartoon. "This Swedish artist captures the importance of complete streets in one image" by Shaun Courtney December 12, 2014

The importance of Complete Streets



Key points: Roadway design

Streets are all about pedestrian comfort

- Generous sidewalks - In core shopping area, sidewalks wide enough to accommodate outdoor dining
- Max 2 lanes on internal streets
- On-street parking
- Provide a network of small blocks – divide up superblocks
- Park once and walk

Key points: Roadway design

Streets are all about pedestrian comfort

- Narrow lane width, tighter turning radii
 - Slows down traffic and make space safer and more welcoming to pedestrians
- On-site parking accessed from rear alleys or side streets
 - allowing uninterrupted and more appealing front yards and sidewalks
- Consolidate driveways

Creating a PLACE



Walkable design is about more than safety.

Building form

What not to do

Height and density
without urbanity =
anti-pedestrian space



Norfolk, Virginia

Height and density
without urbanity =
anti-pedestrian space

A sidewalk no one really
wants to walk on

Façade permeability: Buildings engage the street, creating an inviting ambiance for pedestrians



Building form

Strategies to improve walkability



**Building to the sidewalk
for better pedestrian environment**

Building form and placement – Impact on the streetscape

Instead of this . . .



. . . we want this:



Building form and placement – Impact on the streetscape

Instead of this . . .



. . . we want this:



Siting . . . what's not allowed:

This is a big "no-no"

Building

Surface parking

Sidewalk

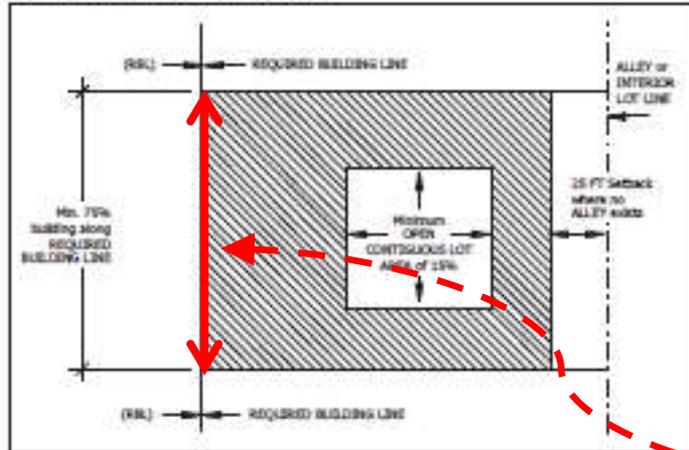


(photo: Chris Zimmerman – Oct 2011)

Siting

Where the building goes . . .

2. Siting Specifications



STREET Facade

1. The STREET facade shall be built to not less than 75 percent of the overall RBL. However, the GROUND FLOOR portions of the STREET facade within 7 feet of a BLOCK CORNER are exempt from this requirement in order to allow special corner treatments in these areas.
2. The STREET facade shall be composed as a simple plane (limited jogs less than 24 inches are considered a simple plane within this requirement) interrupted only by PORCHES, STOOPS, BAY WINDOWS, shop fronts and BALCONIES.^{11C}

BUILDABLE AREA

Buildings shall occupy only the area of the LOT specified in the siting specifications of the BUILDING ENVELOPE STANDARDS as BUILDABLE AREA. No part of any building excepting overhanging EAVES and BES permitted BALCONIES, BAY WINDOWS, STOOPS, and shop fronts shall encroach into the STREET beyond the RBL. No part of any building (excepting overhanging EAVES, BALCONIES, STOOPS, and small and unroofed garden structures) shall occupy the remaining LOT area. The minimum OPEN CONTIGUOUS LOT AREA shall comprise at least 15% of the total BUILDABLE AREA of the site.



“Required Building Line”





“Infill buildings” to border the sidewalk



“Infill buildings” to border the sidewalk

Key points: Position of buildings

- Buildings are oriented to activate the street
- Ground-level shops, cafes, restaurants, and community services define and activate
- Centers are inviting to pedestrians - oriented towards streets, plazas, and town squares
- Public sidewalks are lined by shops, buildings with large display windows, frequently placed doors, and human-scaled signs

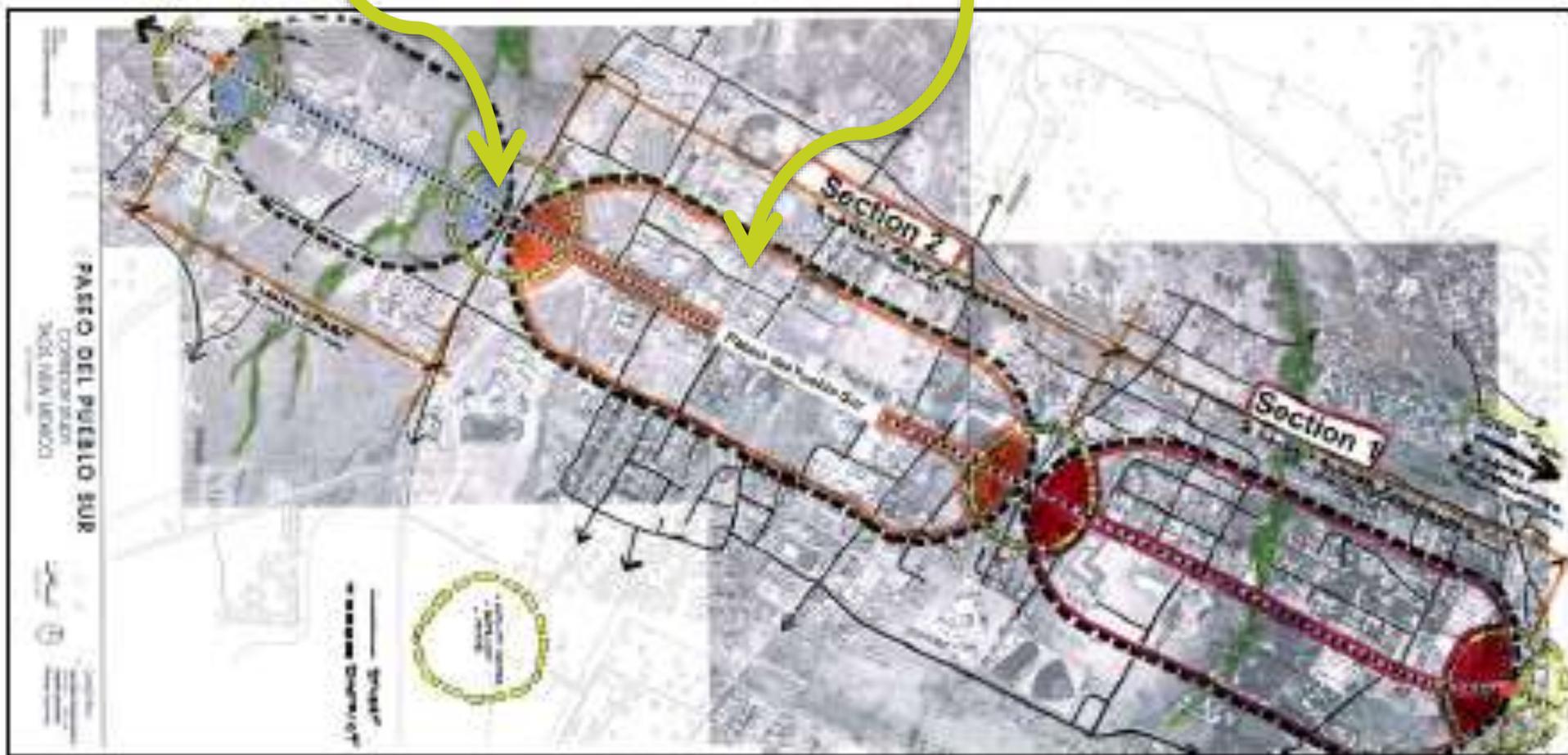
No blank walls

Corridor planning & development

Centers and Segments

Centers

Segments



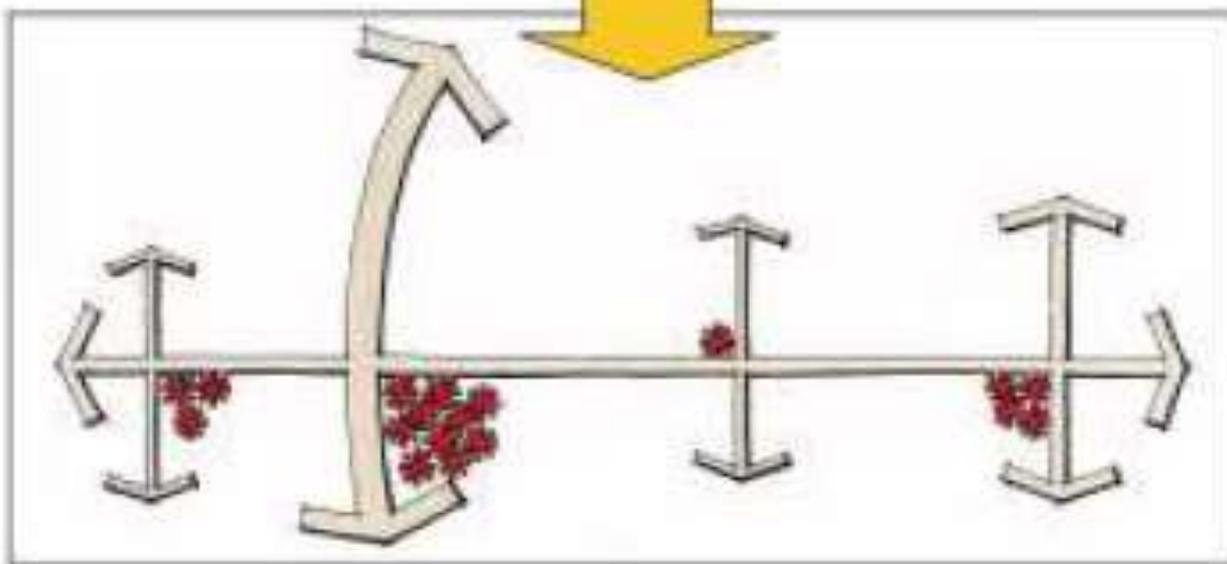
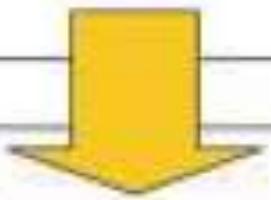
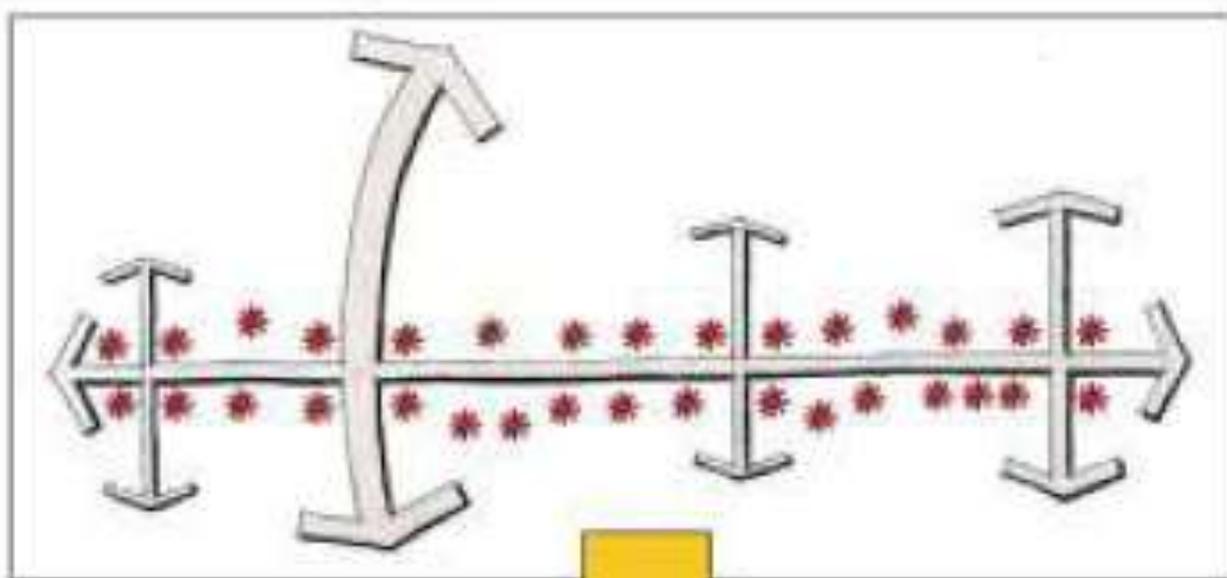
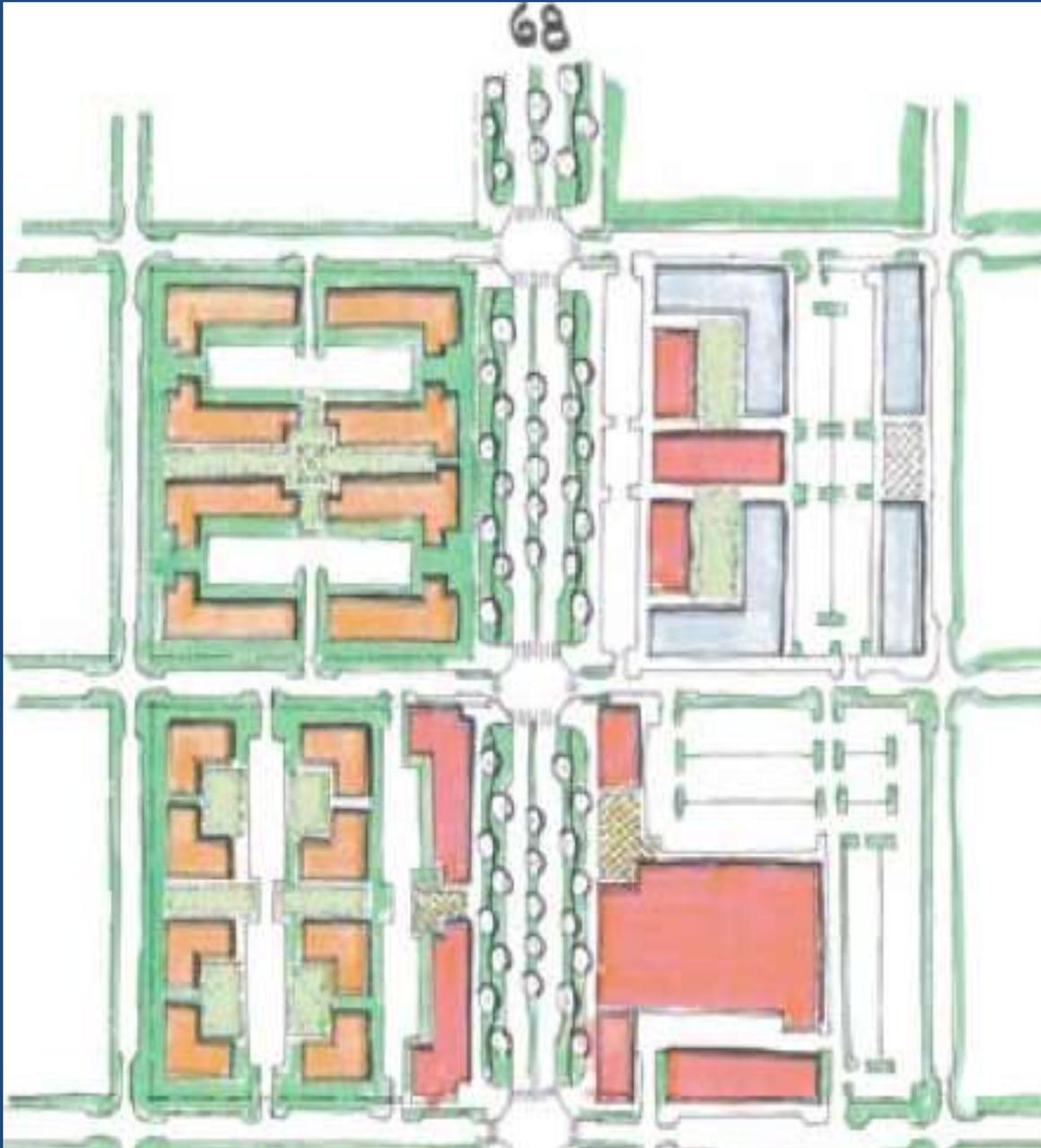


Figure 15. Diagram illustrating the essence of the shift from linear strip retail (top) to retail clustered at primary crossroads. Image: Freedman Tung & Sasaki

Centers



- Critical Mass (25-40 Acres)
- Small block sizes with internal street network
- Mix of Uses
- Centers themselves have centers

The importance of mix

To foster non-car dependent life style:

- Destination variety, within walkable distances
- This implies a rich mix of uses in activity centers (especially transit nodes)
- Also highlights importance of housing affordability

Add residential use to commercial areas

- Include diversity of housing types and prices
- Enforce a development code that offers flexibility of use, but is quite specific with regard to physical form
- Allow compatible uses - office, lodging, live-work, and permitted commercial uses within the segment – there may be other special uses that work well in the segment (don't preclude it from working)

Key points: Centers along the Corridor

- Front entrances face the street
- Active uses occupy the ground floor
- Treat the spaces between the building and the street carefully
- Parking facilities are on street or in lots behind the buildings
- *Strive for parking balance*

Establish on-going place management

Business improvement district

Non-profit

Municipal agency

It means maintaining safety and cleanliness . . .



The Purple Patrol is here to serve!

The Downtown Center Business Improvement District's (DCBID's) Safe & Clean team, called the "Purple Patrol", is committed to assisting those who work, live, and play in the Downtown Center and Historic Downtown. Our trained staff can attend to your safety concerns, and also provides maintenance services to keep the district clean.

We are also proud of our BID ACTION team, the only special homeless outreach team staffed and managed by any Business Improvement District in Downtown.

It means branding . . .

The image is a screenshot of the Ballston website. At the top left is the Ballston logo, which consists of the word "Ballston" in white on a dark red background, followed by a stylized white icon of a person with arms raised. To the right of the logo are the words "Where Minds Meet" in white. Further right are social media icons for Twitter, Facebook, and LinkedIn, along with a search icon. Below the navigation bar is a map of the Ballston area, showing streets like N Vermont St, N Utah St, N Taylor St, N Stafford St, Randolph St, 11th St N, 10th St N, N Lincoln St, N Kansas St, and N Kenmore St. The map also shows the Virginia Square Metro station and the Ballston Metro station. Below the map is a photograph of modern, glass-walled buildings in Ballston, Virginia. The text "This isn't just a place, it's a community driven by innovation." is overlaid on the photograph. In the bottom right corner of the photograph, there is an "Explore" button with a location pin icon.

Ballston

Where Minds Meet

About

Map Ballston Area Map

Virginia Square Metro Ballston Metro

A-Town Bar & Grill

Explore

This isn't just a place,
it's a community driven by innovation.

It means
enlivening public
spaces . . .



Asheville, NC



Meridian, MS

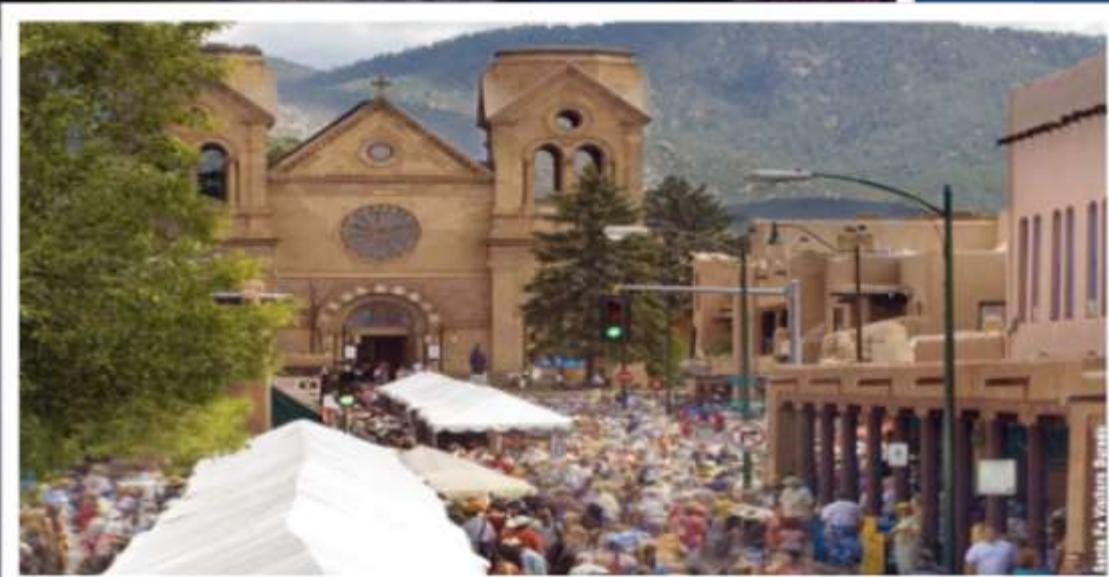
. . . programming
events

... seasonal festivals & markets

A Dickens of a Christmas – Franklin, TN



Book Fair--Baltimore



Indian Market—
Santa Fe, NM

. . . participatory activities . . .



Washington Square Park, Cincinnati, OH

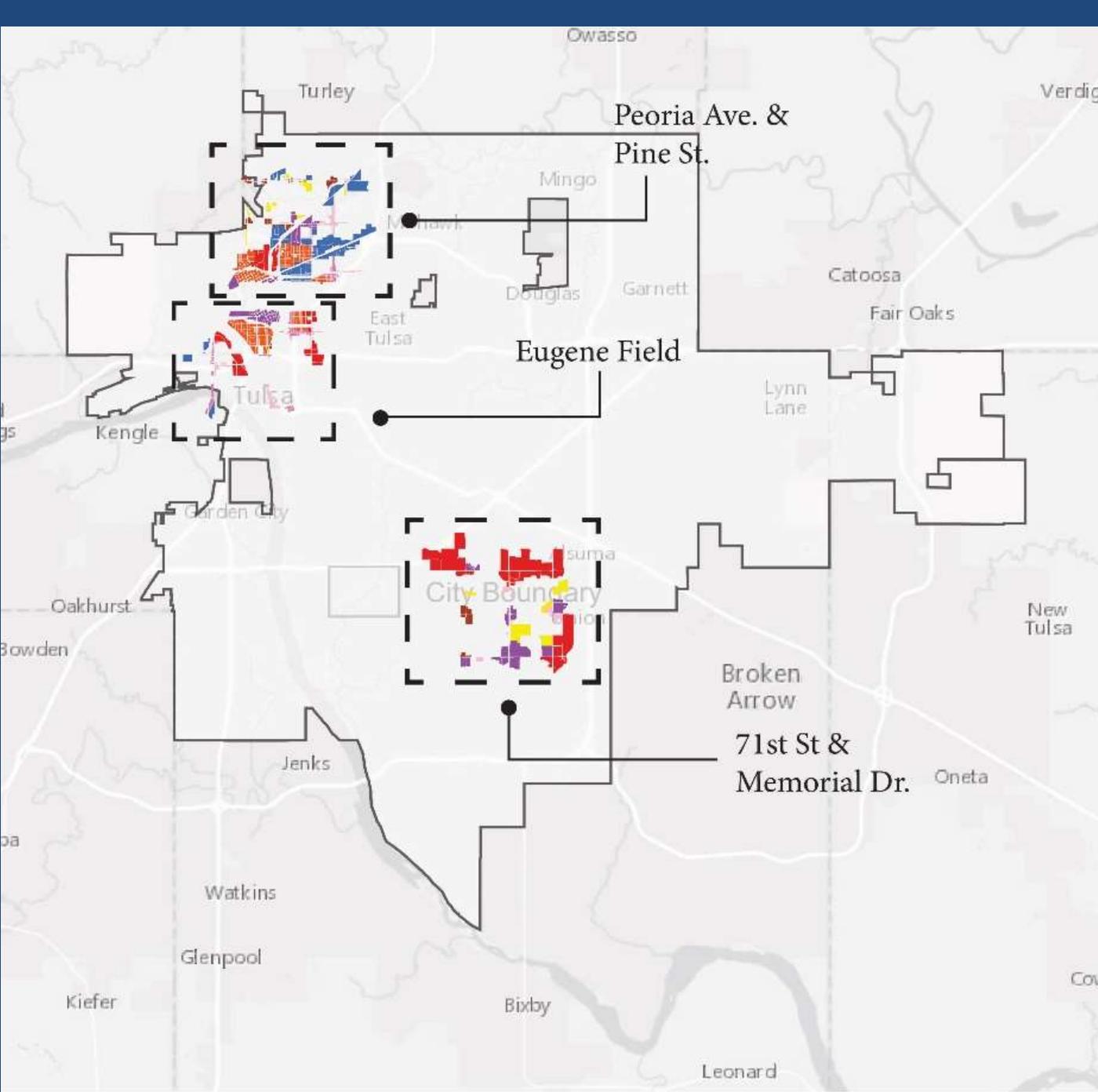
So, what to do?

- Build on existing conditions
- Enhance public spaces (especially sidewalks)
- Increase the number of destinations
- Improve connectivity
- Use public investments (like community facilities) to support your goals
- **Focus.**

Remaking suburban corridors

Redeveloping commercial strips
& single-story, single-purpose commercial sites

Applying the lessons: Tulsa



Legend

 City Boundary

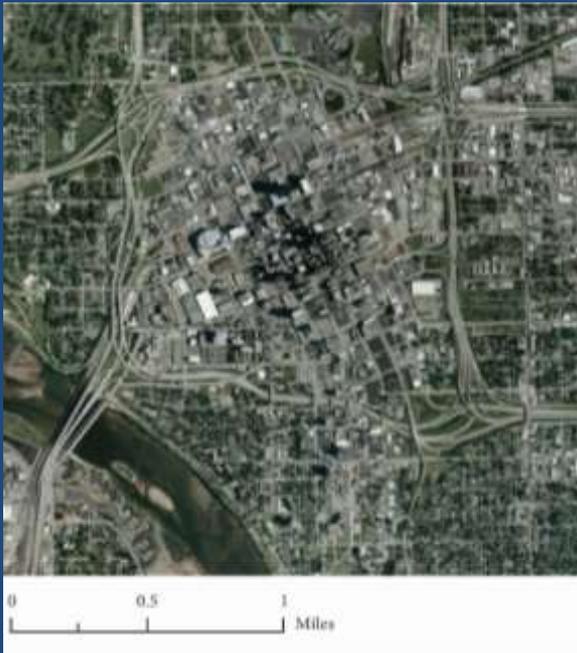
Land Use

-  New Neighborhood
-  Main Street
-  Mixed-Use Corridor
-  Neighborhood Center
-  Regional Center
-  Downtown Neighborhood
-  Town Center
-  Downtown
-  Employment



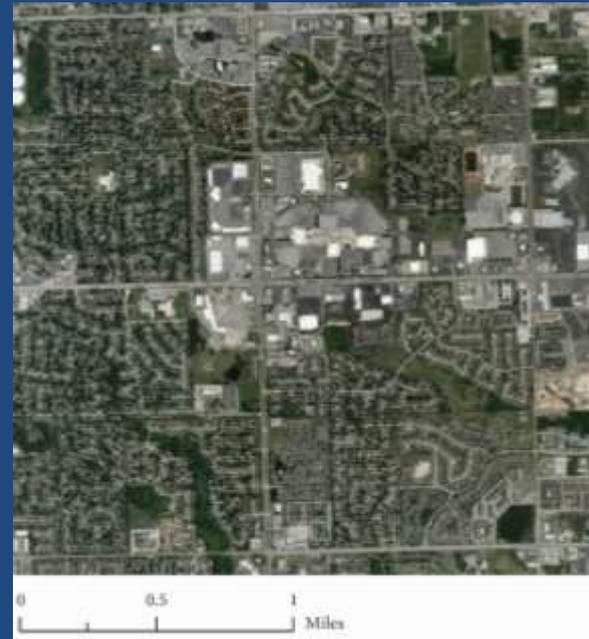
Scale: Comparing the Mall and Downtown

Downtown Tulsa City



Total Area Downtown:
950 Acres

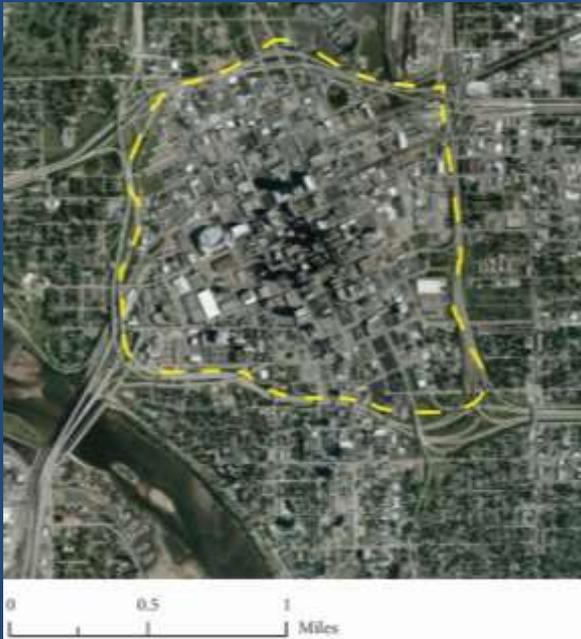
Woodland Hills Mall (71st and Memorial)



Total Area of Mall Location:
350 Acres

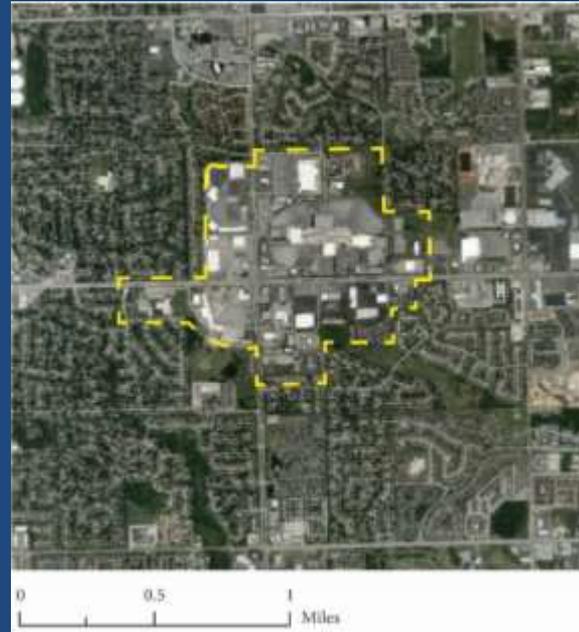
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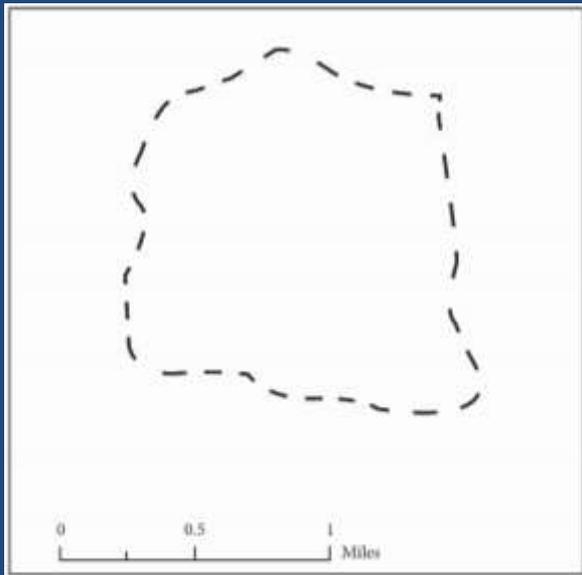
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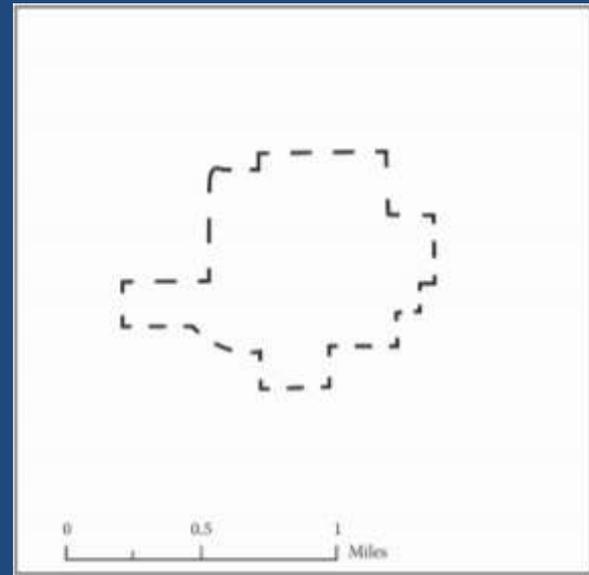
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Woodland Hills Mall: Surface Parking



- Land Devoted to Surface Parking:
- 118 Acres
- 33% of the Woodland Hills Mall Location

Woodland Hills Mall: Surface Parking



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Retrofitting Woodland Hills Mall



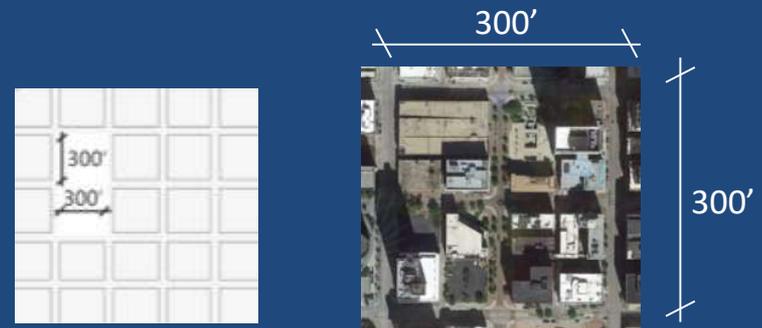
Conceptualizing how a suburban retrofit could replace an auto-dependent mall with an urban, walkable town center that has a mix of uses and public spaces.

Retrofitting Woodland Hills Mall



Conceptual Site Plan

- Walkable 300 ft blocks
- Mixed Uses and Density
- Block size similar to downtown
(Shown below E 5th & S Main St)



Discussion



Smart Growth America
Improving lives by improving communities

