New flesh on old bones
Refitting aging places for new life

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There is a price/value premium for walkable places

Mounting evidence from all around the US
Economic development is increasingly a competition over *placemaking*.

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?
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
Belmar
Lakewood, Colorado

Before
Belmar
Lakewood, Colorado
Belmar
Lakewood, Colorado

Before (1999)  

After (2016)
“Mosaic”
Merrifield, Virginia

Before
“Mosaic”
Merrifield, Virginia

After
Transforming an auto-oriented strip into a walkable main street
Columbia Pike

Suburban strip characterized by car-oriented development
“Adams Square”
Shopping Center –
Old grocery store,
small commercial strip,
a lot of asphalt
“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)
Same site (2010)

- 6 stories
- 5 of apartments
- 30,000 sq. ft. ground-floor retail
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.
After completion, new building and streets replace almost all surface lots.

Five parking structures located behind building frontages, just one small remaining surface lot.
Creating a Pedestrian-Friendly Environment

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
Active sidewalks – seating, permeable facades
Residential units over retail
Shirlington

Apartments (rental & condo) over street-level retail
Including a 2-story grocery

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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
<table>
<thead>
<tr>
<th>Category</th>
<th>2000</th>
<th>2010</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office, s.f.</td>
<td>151,000</td>
<td>581,000</td>
<td>285%</td>
</tr>
<tr>
<td>Retail, s.f.</td>
<td>228,000</td>
<td>302,000</td>
<td>33%</td>
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<tr>
<td>Cultural, s.f.</td>
<td>0</td>
<td>57,000</td>
<td>∞ %</td>
</tr>
<tr>
<td>Category</td>
<td>2000</td>
<td>2010</td>
<td>% Increase</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>Housing units</td>
<td>2,200</td>
<td>3,700</td>
<td>68%</td>
</tr>
<tr>
<td>Population</td>
<td>3,700</td>
<td>4,500</td>
<td>22%</td>
</tr>
<tr>
<td>Employment</td>
<td>1,200</td>
<td>3,700</td>
<td>208%</td>
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## Sources of Major Local Tax Revenue

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial RE Tax</td>
<td>$2,313,672</td>
</tr>
<tr>
<td>Condominium RE Tax</td>
<td>$1,133,475</td>
</tr>
<tr>
<td>Apartment RE Tax</td>
<td>$1,920,660</td>
</tr>
<tr>
<td>Sales &amp; Meals Tax</td>
<td>$1,303,346</td>
</tr>
<tr>
<td>Transient Tax</td>
<td>$347,651</td>
</tr>
<tr>
<td>BPOL</td>
<td>$809,785</td>
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<tr>
<td>Business Tangible Property</td>
<td>$462,323</td>
</tr>
<tr>
<td><strong>Total Local Tax Revenues</strong></td>
<td><strong>$8,291,323</strong></td>
</tr>
</tbody>
</table>

## Revenues Generated

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales &amp; Meals</td>
<td>$28,333,606</td>
</tr>
<tr>
<td>Hotel Rooms Rates (Pre-Tax)</td>
<td>$6,621,921</td>
</tr>
</tbody>
</table>

Fiscal impact
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

3 left turns!
Urban design

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)
Coherent built environment is created, both by design of ROW, and the form of buildings abutting it.
Even small elements like street trees can profoundly affect the pedestrian experience.
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 superbblocks
• 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
Walkable design is about more than safety.
Building form

What not to do
Height and density without urbanity = anti-pedestrian space
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:

Building
Surface parking
Sidewalk

This is a big “no-no”
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. 

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 bay windows, 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 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.
“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
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 ...
It means enlivening public spaces . . .

Asheville, NC

. . . programming events

Meridian, MS
seasonal festivals & markets

A Dickens of a Christmas – Franklin, TN

Book Fair--Baltimore

Indian Market—Santa Fe, NM
... participatory activities ...
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
Scale: Comparing the Mall and Downtown

Downtown Tulsa City

Woodland Hills Mall (71st and Memorial)

Total Area Downtown: 950 Acres

Total Area of Mall Location: 350 Acres
Scale: Comparing the Mall and Downtown

Downtown Tulsa City

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Total Area Downtown: 950 Acres

Woodland Hills Mall (71st and Memorial)

Total Area of Mall Location: 350 Acres
Woodland Hills Mall: Surface Parking

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

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