Module 2: Urban Design & Community Context
May 11, 2006  Atlanta, GA

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Module 2 will present basic community elements and how these elements can be assessed. This session will demonstrate structural elements of conducting a contextual analysis for the social, physical and economic conditions of a community, or study area, in which the transportation initiative is situated. This multi-disciplined assessment will allow the project team and the local community to understand the complex issues related to community development, its relationship and sensitivity to roadway design alternatives, and most importantly, the expectations of the project's vested stakeholders.

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WHAT IS URBAN DESIGN?
WHAT IS URBAN DESIGN?

ARCHITECTURE, LANDSCAPE, URBANISM

Architecture
Landscape Architecture
City Planning
Civil Engineering
Transportation Engineering
Real Estate Development
Elected Officials
Property Owners
Neighborhood Organizations
Public Interest Groups
And
On and On and On and On
What makes Savannah, Savannah?
Building and Land Uses – Like on River Street?
Events – Like the St. Patrick’s Day Parade?
People – Like SCAD Students and Faculty?
What Makes Savannah, Savannah?

Land Uses?
Events?
People?

No, not really.
People, businesses, events - including us – are temporary.
Buildings?
What Makes Savannah, Savannah?

Buildings?

Most of Savannah’s buildings are older than the people or businesses or events that occupy them.
Squares?
Streets?
What Makes Savannah, Savannah?

Squares?
Streets?

Sort of.......but.......
A Subdivision Plat?
What makes Savannah, Savannah?

Oglethorpes simple subdivision of land into lots and blocks and streets.
URBAN DESIGN
=
CITY DESIGN

FRAMEWORKS
Subdivision of Land into Public and Private Domains
The Regulating Plan and Subdivision Regulations

DESIGN WITHIN FRAMEWORKS
Design of the Public Domain: Streets, Public Landscapes, Public Buildings
Public Works Design and Public Works Standards

Design of the Private Domain: Private Buildings and Private Landscapes
Design Guidelines, Codes and Zoning

ARRANGEMENT OF ACTIVITIES WITHIN FRAMEWORKS
Land Uses, Building Uses, Movements, Events
Zoning, Permits, Licenses, Regulations
FRAMEWORKS

Subdivision of Land into Public and Private Domains

Subdivision Regulations and the Regulating Plan

Savannah 1733
Yorktown, Virginia 1691
William Penn’s Plan for Philadelphia, 1682
Commissioners’ Plan of Manhattan 1811
Atlanta Subdivisions
GOAL - Reduce travel delays
GOAL - Reduce travel delays

Network
Re-evaluate and Refine
DESIGN WITHIN FRAMEWORKS

Design of the Public Domain: Streets, Public Landscapes, Public Buildings

Public Works Design and Public Works Standards

Johnson Square - Savannah
DESIGN WITHIN FRAMEWORKS

Design of the Private Domain: Private Buildings and Private Landscapes

*Design Guidelines, Codes and Zoning*
Campbellton: Ft. McPherson Frontage
ARRANGEMENT OF ACTIVITIES WITHIN FRAMEWORKS

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URBAN DESIGN = CITY DESIGN

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ARRANGEMENT OF ACTIVITIES WITHIN FRAMEWORKS
Land Uses, Building Uses, Movements, Events
Zoning, Permits, Licenses, Regulations
Understanding Context:
Understanding Context: Built Form & Pattern
Built Form Context: The Transect

**High Intensity Urban Core**

- Downtown
  Best connected place in the region

- Well-established and connected street pattern

- Densities supportive of transit

- Transit ranges from small local stations to large multi-modal stations

- Strong TOD development market
Established Urban Neighborhoods

- Includes South End, NoDa, Plaza Midwood, Elizabeth, and West Morehead
- Also includes Mooresville, Davidson, Cornelius, and Huntersville
- All have individual character built-up over time
- All feature a connected block system and transit-supportive densities
- TOD development market may need assistance.

High Intensity Urban Core

- Uptown
  Best connected place in the region
- Well-established and connected street pattern
- Densities supportive of transit
- Transit ranges from small local stations to large multi-modal stations
- Strong TOD development market
**High Intensity Urban Core**
- Uptown
  - Best connected place in the region
- Well-established and connected street pattern
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**First-Ring Suburban Neighborhoods**
- Most common built form
- These areas are well developed, but lack orientation to the public realm
- Access usually comes from a few large roads
- Densities tend to be below transit-supportive levels.
- Few centers of activity
- TOD development market varies, may need assistance.
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**New Suburban and Greenfields**
- Outermost edge of the transit region
- Areas are quickly developing
- Connections are limited; but opportunities abound
- Densities are well below transit-supportive levels
- Stations located here will attract riders from a larger area
- No existing centers of activity
- TOD development varies.
Recognizing Patterns: Urban or Village
Recognizing Patterns: Suburban Strip
Recognizing Patterns: Suburban Strip
Recognizing Patterns: Exurban Commercial
Recognizing Patterns: Exurban Residential
Recognizing Patterns: Rural & Agricultural
The Transect & Transportation Design
The Transect & Transportation Design

Density & Pedestrians

Urban

Rural
The Transect & Transportation Design

Streetscape & Landscape
Density & Pedestrians

URBAN
RURAL
The Transect & Transportation Design

- Road Design
- Street Lighting
- Streetscape & Landscape
- Density & Pedestrians

URBAN

RURAL
The Transect & Transportation Design

Curb & Edge Conditions

Road Design

Street Lighting

Streetscape & Landscape

Density & Pedestrians

URBAN

RURAL
The Transect & Transportation Design

- Vehicle Speed
- Curb & Edge Conditions
- Road Design
- Street Lighting
- Streetscape & Landscape
- Density & Pedestrians

Urban vs Rural
The Transect & Transportation Design

Parking
Vehicle Speed
Curb & Edge Conditions
Road Design
Street Lighting
Streetscape & Landscape
Density & Pedestrians

URBAN  RURAL
The Transect & Transportation Design

- Sidewalks
- Parking
- Vehicle Speed
- Curb & Edge Conditions
- Road Design
- Street Lighting
- Streetscape & Landscape
- Density & Pedestrians

URBAN
RURAL
Route 202
Transition from Rural to Village

30 mph

35 mph

45+ mph
Building Figure Ground
Building Figure Ground
Building Figure Ground

Residential Patterns

Regency Mall

Commercial Patterns
Middle East Neighborhood: Existing Development Pattern
The Baltimore Rowhouse: Neighborhood Pattern
The Baltimore Rowhouse: Existing Rowhouse Block
Design Strategy: Current Development Pattern

- No Public Open Space
- High Density
- Little Private Open Space
- No Off-Street Parking
Design Strategy: Suburban Development Pattern

- Little Public Open Space
- Low Density
- Lots of Private Open Space (yards)
- Lots of Off-Street Parking (garages)
Design Strategy: “Hybrid” Development Pattern
The Baltimore Rowhouse: Existing Rowhouse Block
Design Strategy: Block Transformation: Step 1

- Remove 2-Story Rowhouses
- Remove Selected 3-Story Rowhouses
Design Strategy: **Block Transformation: Step 2**

- Construct Neighborhood Park
- Construct New Streets
- Reconfigure Lots
Design Strategy: **Block Transformation: Step 3**

- Construct New Residential Units
Understanding Context: Land Use Patterns
Regional Patterns
Corridor Patterns: Commercial
Corridor Patterns: Office
Corridor Patterns: Institutional
Corridor Patterns: Parks & Open Space
Corridor Patterns: Projects & Initiatives

- Bob Jones University
- Greenville Downtown Airport
- Expo Center
- Greenville Tech
- Washington Center & Elementary School
- Nicholtown Master Plan
- Valley Creek Hope VI
- CSX Rail Corridor
- Cleveland Intersection Improvements
- Reedy River
- 385 Interchange Improvements
McAlister District
Issues and Analysis

- Insufficient Signal Spacing
- Lack of Network
- Informal Cross Section
- High-Speed, Pedestrian-Hostile Section with Excess Capacity
McAlister District

Recommendations

- Remove Signals, De-emphasize Ramps
- Extend Antrim Drive
- Narrow and Pedestrianize Pleasantburg
- Create New Network
- Formalize Parallel Network
The Big Picture: Transportation
The Big Picture: Parks & Open Space
The Big Picture: Commercial & Multi-Family
“Three Corridors”
No Change

- Established Neighborhood, No Commercial Activity

Incremental Change

- Established Neighborhoods, Small Parcels, Establish Land Use

Probable Change

- Large Parcels, High Land Value, Transitional Uses
Understanding Context:

Market & Development
Land Use Patterns at Different Scales

Regional

Local

Study Area
Parcels “in play”

- Parcels where change is possible
- Primarily undeveloped or “under” developed
- Additional parcels have been identified
Development Pressure

- Lots of moving pieces that can still be influenced
Zoning

- Potential over supply of Industrial zoning
- Relatively “weak” market demand for industrial
- Township desire to protect open space and natural resources
Data/Research

- ECONOMIC/DEMOGRAPHIC TRENDS
  - Employment growth
  - Population and household trends
  - Income and age distribution

Market Analysis

- COMPETITIVE SUPPLY
  - Market trends and survey of competitive projects

- DEMAND ANALYSIS
  - Estimate regional/submarket demand for each land use

- STUDY AREA CAPTURE
  - Determine study area capture of regional demand

Conclusions

- DEVELOPMENT SCENARIOS
  - Types of uses, mix
  - Supportable sq.ft.
  - Pricing
  - Absorption
  - Location

- FISCAL ANALYSIS
  - Revenues generated by dev. scenarios
  - Operating & capital expenditures required to support
  - Net fiscal impact
## Market Opportunities: 2005-2015

<table>
<thead>
<tr>
<th>Land use</th>
<th>Opportunity</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Home Residential</td>
<td>High</td>
<td>Demand will be strong for housing of all types. Study Area will be able to support demand for higher-density product.</td>
</tr>
<tr>
<td>Age-Restricted Residential</td>
<td>High</td>
<td>Estimated demand of 120 to 150 homes per year, with initial projects benefiting from pent-up demand, and later projects benefiting from growth in target market segment.</td>
</tr>
<tr>
<td>Retail</td>
<td>Moderate</td>
<td>Recent development and approvals have served much of pent-up demand, but opportunities still exist in underserved market segments. Opportunity to strengthen Main Street retail.</td>
</tr>
<tr>
<td>Office</td>
<td>Moderate-Low</td>
<td>Primary drivers are medical office and local-serving professional services. Planned projects likely serving existing demand in the near term, with significant older space still available.</td>
</tr>
<tr>
<td>Flex</td>
<td>Moderate</td>
<td>Pent-up demand due to development constraints represents an opportunity. Flexible space concept able to target a diverse tenant base, making it a more attractive speculative investment.</td>
</tr>
<tr>
<td>Industrial</td>
<td>Moderate</td>
<td>Pent-up demand due to development constraints represents an opportunity, although total depth of local-serving demand is likely more limited. Niche opportunity in large warehouse/logistics sector.</td>
</tr>
</tbody>
</table>
Understanding Context:

Historic Patterns
Typical Mall Development – 1960s

- Rural Road Network
- Little commercial development
Typical Mall Development– 1980s

- Mall Developed
- Growing commercial development along Lee Highway
- Expanding residential development
• Mall becomes a regional center (expanding commercial development)
• Residential redevelopment (rural lot conversion to higher density)
Typical Mall Development– 2001s

- Mall is a successful regional commercial center
- Expanding commercial development begins to impact neighborhoods
- +/- 3 Million S.F. of retail development, +/- 100’s new residential units
- No new road network since 1960s
Context:

How does it drive solutions?

Scale 1: Within a Street
What’s Good

• Some of Orlando’s most desirable urban neighborhoods
• Many valuable Community Amenities
• Unique business districts

What’s Bad

• Mills and Colonial are places for cars – not people.
• They separate Neighborhoods, hold land values down, & act as a barrier to community life, reinvestment, and civic identity
• The Community struggles & retreats from this hostile situation – it’s waiting
Existing Street
The cars are winning! New development struggles against a really harsh environment.
Streetscape improvements will create a better place for people helping to support existing businesses
Redesign intersections and streetscape treatment – trees and wide sidewalks
Redesign intersections and on-street parking
The cars are winning! The existing street is hostile to reinvestment and property values.
The revitalized street can also support on-street parking.
Existing Street at Loch Haven Park
Parkway with planted median relocated sidewalks
Streets are public resources that must be positioned to support community goals, unique character & amenities, and the liveability/desirability of our neighborhoods.
A uniform streetscape is not necessary, how about a parkway? The design of streets should celebrate our community.
Context:
How does it drive solutions?
Scale 2: Within a Corridor
The “Districts”

- Clayoquot Plaza
- Stowers Funeral Home
- Nativity School
- Brandon Family Cemetery
- Super Wal Mart
- Interstate Commercial Strip Redevelopment
- New Suburban Commercial (greenfield)
- Regency Park
- Brandon Town Center
- Fire Tower

The “Old” Brandon

- Interstate Commercial

Urban

Rural
The Districts: **Strip Redevelopment**

**Issues:**

- Lack of coordination between private improvements & public ROW
- Smaller parcels, older development - redevelopment will be slow
- May need public investment
Incremental “Big Box” Redevelopment

Old sign pre-dates current sign ordinance

Existing development pre-dates current code, no landscape design

Right of Way

Issue:
Some redevelopment may not require the whole site to meet standards.
Incremental “Big Box” Redevelopment

Phase 1: Private reinvestment in site landscape and parking lot

Establish “triggers” to require parking lot landscaping at specified levels of reinvestment

Establish “triggers” for signage controls
Incremental “Big Box” Redevelopment

Phase 2: Public/Private reinvestment in ROW

Require street trees

Move Sidewalk
Incremental “Big Box” Redevelopment

“Build to” lines bring buildings closer to the street and dramatically change the character of development

Phase 3: Private redevelopment
Issues:
- Has “historic” landmarks (Stowers Funeral Home, The Brandon Family Cemetery)
- The most visually ugly
- Smaller parcels, older development - redevelopment will be slow
- Narrower right-of-way (urban street section)
- May need public investment

The Districts: “Old” Brandon
Development pre-dates current codes for signs, landscape

Issues:
- Old development on small parcels, will be slow to redevelop
- Some redevelopment may not require the whole site to meet standards

Very narrow ROW
No street trees

Right of Way
**Phase 1: Public street improvements w/some private investment**

- Pave wide sidewalk all the way to curb
- Plant street trees in grates (minimum 4’ setback from curb)
- “Seat wall” (instead of typical landscape buffer, accommodates small sites while buffering parking lot)
“Old” Brandon Commercial Redevelopment

Phase 2: Private redevelopment

New buildings built closer to the street

Pedestrian access to building entrance
The Districts: New Suburban Commercial

Issues:

- Lots of undeveloped commercial property
- New developments (Wal Mart)
- Code seems to be working
- Should incorporate landscape design with public ROW (sidewalks & street trees)
- Large right-of-way (some rural, some urban street sections)
Design Alternative: “Suburban” vs. “Urban”

Typical “suburban” buffer design, per current code

Sidewalk too close to street

No street trees in public ROW

Right of Way

Sidewalk too close to street
Design Alternative: “Suburban” vs. “Urban”

Phase 1: Public/Private reinvestment in ROW

- move sidewalk, require street trees
Design Alternative: “Suburban” vs. “Urban”

Phase 2: Private redevelopment built closer to the street

“Build to” line:
(requires less landscape, gives better visibility, creates a more pedestrian and transit friendly environment)
Context:
How does it drive solutions?
Scale 3: Within a District
Existing Land Use

- Commercial strip development along Route 31 and US 202
- Undeveloped agricultural lands converting to commercial and industrial uses
- Still lots of undeveloped land (opportunity to shape future development pattern)
Existing Zoning

- Potential over supply of Industrial land
- Major commercial corridors (31 & 202) experiencing continued development
Open Space, Historic, & Cultural Resources

- Hist. Dist., South Branch River, Creeks & Wetlands, Parks & Schools
Development Pressure

- Lots of moving pieces that can still be influenced
Flemington Today

- Sparse Network
- Three routes all meet at “Flemington Circle”
Provide a Regional Alternative
Recognize Land Use Patterns
Plan for Future Development
Celebrate Cultural Resources
An Alternative Concept:

"South Branch Parkway"

• An at grade "parkway"
• New network connections to provide parallel routes to 202 and 31
• Work with property owners to manage access and support approved development plans
Phasing: South Branch Parkway
Phasing: Development Streets

- Fairgrounds
- Rt. 202 commercial
- Other Future Development
Phasing: “Circle to Square”

- Route 12 & Church St. realignment
- Circle to Square
- Additional parallel route to parkway
Phasing: Other Secondary Connections
Understanding Context:

Social & Qualitative
Dedicated to
BIRDS and FLOWERS
and to the Memory of
ONE WHO LOVED THEM
Historic Homesteads

READING HOME
BUILT IN 1760 FOR JOHN
READING, GOVERNOR OF
NEW JERSEY 1757 - 1758.
READING SERVED 40
YEARS ON PROVINCIAL
COUNCIL.
Historic Stone Arch Bridges
The South Branch River