Module 3: The Design & Planning Process: Developing a Community Vision
May 11, 2006      Atlanta, GA
Instructors: Ed McKinney, AICP / Richard Dagenhart, AIA

Module 3 will present how successfully integrated land use and transportation projects actively involve local residents and business owners to take ownership of the project, ensuring its implementation.

The module will demonstrate how the project team does not “design for” the community, but rather “designs with” the community. The session will demonstrate a successful model of community engagement and a successful approach to developing a community vision through stakeholder and partner agency participation. This comprehensive design effort moves beyond the traditional public information process and empowers local partnering public agencies and vested stakeholders to influence the transportation initiative and community design process.

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Developing a Community Vision:
The Design & Planning Process
Design Workshop/Charrette
Open House Design Studio
• Presentation of draft concepts

Refinement/Implementation Workshop
• Review & coordination with key agencies
  • Further refinement
  • Establish plan & key steps for implementation

Stakeholder Interview Workshop
• Visioning Presentation
  • Public Input Session

Data Collection & Context Analysis
• Project Kick-Off & Community Discussion
  • Data review & analysis
  • Stakeholder Interviews/Discussions

Design Workshop/Charrette
Open House Design Studio
• Presentation of draft concepts

Data review & analysis
• Technical testing & analysis
  • Public visioning & concept/alternatives review

Plan Focus
• Project Kick-Off & Community Discussion
  • Data review & analysis
  • Stakeholder Interviews/Discussions

Plan Analysis
• Project Kick-Off & Community Discussion
  • Data review & analysis
  • Stakeholder Interviews/Discussions

Plan Development
• Intensive open house design session
  • Technical testing & analysis
  • Public visioning & concept/alternatives review

Plan Refinement
• Review & coordination with key agencies
  • Further refinement
  • Establish plan & key steps for implementation

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  • Public Input Session

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Phase 1: Project Focus

- Advisory Committee Kick-off Workshop
- Public Involvement Plan
- Stakeholder Interviews
- Public Kick-off Session

Purpose:
- To understand issues and identify opportunities early to focus the project
Phase 2: Project Analysis

- Land Use & Urban Design Analysis
- Market Analysis
- Multi-Modal Transportation Analysis

Purpose:
- Develop an accurate picture of the areas physical, transportation & market conditions
Phase 3: Plan Development

- Community Design Charrette
  1. Physical alternatives (on-site)
  2. Economic testing (on-site)
  3. Transportation testing (on-site)
  4. Public & Advisory / Management Committee feedback
  5. Preliminary Plan

Purpose:

- To develop multi-disciplined design solutions in an open public format maximizing communication and coordination
Phase 4: Refinement & Documentation

- Plan testing & refinement
- Draft plan & implementation strategy
- Advisory committee review & comment
- Public Review Open House
- Final Plan Document

Purpose:
- To test and finalize design recommendations . . . ensuring we have created a buildable, fundable, and consensus driven solution.

Products:
- Final Plan and Recommendations . . . a highly graphical and brief written document
Developing a Community Vision: Stakeholder Interviews
Stakeholder Interviews

- Informal, one-on-one
- Develop relationships & trust
- Uncover wealth of "on the ground" info
- People tell you things they would not say in public sessions
Encourage community and stakeholder collaboration

Stakeholder outreach

Developers

Local government officials

Emergency services

Neighbors

Encourage community and stakeholder collaboration
Residential facing neighborhood

Shared parking structure w/church

North Park Baptist Church

New park or plaza

Woodward

Mills Ave.

Colonial Dr.

Mixed Use: Residential, Retail, Office
Developing a Community Vision: Public Visioning
Encourage community and stakeholder collaboration
Encourage community and stakeholder collaboration.
Multiple approaches to every problem

“Urban”, Pedestrian Street Design

Pedestrian Connections From Neighborhood

Traffic Calm
Enhance Key Roads:
- Shallowford Rd. (2-3 lanes)
- Signal at Jenkins/Shallowford

Pedestrian Streetscape (sidewalks, street trees)

New Road Network
- Better utilize I-75 interchange

New Road Network:
- Secondary Long-term access to Shallowford

New Road Network:
- Goodwin extension (Gunbarrel to Jenkins)

New Road Network:
- Igou Gap Rd. (2-3 lanes)

Enhance Key Roads:
- Gunbarrel Rd. (2-3 lanes)

Merge plans
Encourage community and stakeholder collaboration
- Money
- Visibility at Garden + Arrellaga
- Rolling Stops at Garden/Arrellaga
- Speeding on Moreno
- Traffic on APS
- Parking + Events at HS + County Ball
- Overpopulation = ↑ Traffic
- Speeding + Reckless Driving on Grand
VALUES

1. PARKS & GREENSPACE  
   46
2. CHARACTER OF THE BUILT ENV.  
   26
3. COMMUNITY  
   23
4. SAFETY & SECURITY  
   20
5. CONVENIENCE  
   19
6. HISTORIC  
   17
7. QUALITY OF LIFE  
   11
8. TRAFFIC, TRANSPORTATION, BIKE/PED, WALKABILITY  
   6
9. GOOD EDUCATION & GOVERNANCE  
   6
10. LAND USE  
    5
11. DIVERSITY  
    4
1. “Village” Redevelopment Concept (42)
2. Improve Traffic at Intersections (34)
3. Complete sidewalks (27)
4. Improve Connectivity (24)
5. Expand the Bicycle System (23)
6. Improve Transit Connectivity (12)
7. Traffic Calming (10)
Developing a Community Vision:
Design Charrettes & Workshops
DON'T FORGET!

Neighborhood Traffic Meetings

April 28-30

PEACHTREE BATTLE ALLIANCE
On-Site working studio
Multi-disciplinary technical staff
Open House to the Public
Allows for collaborative working environment (team & public)
Dear Visitor: We are in the neighborhood right now. Give us a call and we'll come back or meet in the street.

Ian + Ed

Mobile: 404-353-1833
Hello-

My name is Cage Oglesby.
I live at 515 Westover Drive.
Our street is wider than average
and attracts a great deal of cut
through, avoiding the N. side/W. side
intersection. The attempt to get speed
humps failed and yet there needs
to be some deterrent for cut
through/speeding—please see
the attached red line as a
suggestion to aide. Thank
you—sorry I missed
you.
Developing a Community Vision: Design Charrettes & Workshops

Technical Coordination
Walter Foran Blvd. Focus Area

- Weave future development into the Framework Plan
- Plan required open space to be part of the larger Parks & Open Space
Atlanta Road & the River

North Atlanta Road

Riverside
the “River-Shaker” Option
Developing a Community Vision: Visualization Tools
Redevelopment: Buffalo, NY
Redevelopment: Buffalo, NY
Redevelopment: Buffalo, NY
Design Standards for Tittabawassee Road, Saginaw Township, Michigan
Architectural Design:
- Details reflect local character/history
- Variation in massing, façade, bays
- Encouraged min. 2-3 story

Active ground-floor uses:
(large display windows, public entrances, Building “fronts” on the street)

“Build-to line”
(Building built 0’-5’ from ROW)

Pedestrian amenities:
(crosswalks, wide sidewalks, street trees, awnings)

On-street parking
(Makes street more pedestrian friendly)

Parking behind building
(With max. standards to limit size and account for shared use)
Neighborhood Traffic Calming: Centerville, DE
Downtown Redevelopment: Independence, MO

Joint Use Transit Center?
Joint Use Transit Center?

Potential Transit Center on public parking lot site w/ Joint use structured parking & street level retail

Transit Center extends the “mainstreet” character of the Square w/buildings that fill vacant parcels

New mixed use development continues to complete the urban pattern while locating infill development near transit service

Downtown Redevelopment: Independence, MO
Future Shawnee “Town Center”?
Future Shawnee “Town Center”? 

Neighborhood development puts residents close to work and retail services, minimizing # and length of trips.

Comprehensive network of streets and blocks allows different uses to be developed in a compatible manner.

Concentrated mixed use neighborhood commercial center, more easily served by future transit service.

Public park and open space system that protects natural creek system.
3D Modeling
Communicate your urban designs quickly and accurately in 3D!

“We’ve been planning public spaces for over 20 years. SketchUp is the 3D modeling tool we’ve been waiting for. It’s quick and simple—and saves us time every day. SketchUp is invaluable in visualizing spaces and communicating our ideas to the public, officials and applicants. That’s the power of SketchUp.”

JEFF WINSTON, Principal, Winston Associates

SketchUp
www.sketchup.com

Check out this case study at www.sketchup.com/planning
(While you’re there, download a free 8-hour trial of SketchUp.)
Design Principles Connect the Neighborhoods to the District
Design Principles Link Parks and Open Spaces
Design Principles Neighborhood Identity

Gateways

Neighborhood Markers
Design Principles Transit
Existing Condition

- Large underutilized parking lots
- Strip commercial on pedestrian hostile roads
- Neighborhoods separated from retail services by big roads and parking lots
Initial Phase (2-5 years)

- Transit Center/joint use development
- “Town Center” development around new public square
- Additional “street-oriented” out parcel development
Short Term (5-10 years)

- New residential development on undeveloped/underutilized parcels
- Additional “street-oriented” development around mall creating streets and blocks
Long Term (10+ years)

- Potential extension of 52nd St. through mall to Antioch Rd. (opens up access to mall and provides alternative route to Antioch/Vivion)
- Redevelopment of adjacent commercial corridor into “street-oriented” development around streets and blocks
The Town Center
Evolution of a Commercial Strip:
Existing Conditions

- Transit Service Ineffective (buildings too far from street, results long walks and inefficient routing)
- Development lacks public space or amenity (park/plaza)
- Pedestrian Hostile Public Streets
- Sidewalks do not connect to Buildings
- Over Sized Parking Lots Separate Commercial Buildings From Streets
- Pedestrians Discouraged From Walking to Adjacent Businesses
Evolution of a Commercial Strip: Initial Street Oriented Development

Private Development Accepts the Invitation and Builds to the Street

Windows and doors are located along the street frontage to make building “front” the street
New Development Continues to build to the street

Public/Private Park Improvements Create a Valuable Amenity

• Shared “Park Once” Environment is Created

Density and Location of Buildings Support Public Transit

Evolution of a Commercial Strip:
New Public Square and Continued Street Oriented Development
Charlotte, NC Light Rail Station Area Planning
Traffic Calming

Affordable Housing Bonuses

Design Guidelines

Traffic Calming

Charlotte, NC Light Rail Station Area Planning
Charlotte, NC Light Rail Station Area Planning
Developing a Community Vision: Case Study: Flemington, NJ
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”
Planning Process to Date

Informal Stakeholder Interviews
Advisory Group Meetings
Design Workshops
Design Workshops
What we heard from you

**Parkway:**

“Make sure parkway is a good alternative to 31
“Limit access – do not make it another 31”
“Control development on Parkway”
“Integrate the Parkway in the open space network”

Control development along Parkway, do not want to open up more land for development
What we heard from you

**Character:**

“Keep pastoral feel”

“Want real historical quality”

“Protect rural character & historic resources”

“Do not want to be urban”

**Parks & Open Space:**

“Want trees, walkability, bikeability

“Build trails to connect Flemington to Raritan River”

“Create more parks”
Proposed Network

“Abandoning original grade separated Circle project is good”

“Need connections south of 202”
Network approach provides safe access between uses”

Will more roads cause more development?

“need to deal with land use and dev. ordinances too”

Cost?
Who pays?
How Long?
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: Other Secondary Connections
Traffic Volume Assignment

Traffic Volume Bandwidth

Concept

Actual Volumes from the Model
Phasing: Other Secondary Connections
Flemington Circle

- Bypass
  - Grade Separated Circle traffic volumes & Levels of Service
“Circle to Square”

- 2025 2-Lane SBP
  - Square traffic volumes & Levels of Service
“Circle to Square”
“Circle to Square”
“Circle to Square” (View from Rt. 202)
South Branch Parkway
- Minimize impact on natural Topography
- Use vegetation and topo to create “views”
- Buffer undesirable views
- Open swale drainage & detention w/flumes
- Control access (only Framework street)
- Large development setbacks

Parkway Typical Section
South Branch Parkway (View from Route 202)
South Branch Parkway (View from Walter Foran @ McLeod Farm)
South Branch Parkway (View from Walter Foran @ McLeod Farm)
South Branch Parkway (View from Walter Foran @ McLeod Farm)
URBAN DESIGN
TEN LESSONS
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
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
DESIGN WITHIN FRAMEWORKS

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

Public Works Design and Public Works Standards

Johnnson Square - Savannah
DESIGN WITHIN FRAMEWORKS

Design of the Private Domain: Private Buildings and Private Landscapes

Design Guidelines, Codes and Zoning
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Zoning, Permits, Licenses, Regulations
TEN LESSONS
Lesson 1. Subdivide first; buildings and land uses come later.

Lesson 2: Design streets as if they are the most important public space, because they are.

Lesson 3: Make boundaries to bind the city’s parts, not buffers that separate them.

Lesson 4: Pay very close attention to fronts and backs.

Lesson 5: Think type, not style, as the urban framework for building design.

Lesson 6: Design in small increments, even when building in big chunks.

Lesson 7: Mix uses side by side and block by block, not just up and down.

Lesson 8: Design places knowing that places are made, not designed.

Lesson 9: Make architecture as landscape, make landscape as architecture.

Lesson 10: Invent with vigor, only after recognizing Lessons 1 through 9.
Lesson 1
Subdivide first; buildings and land uses come later.
William Penn’s Plan for Philadelphia 1682
Plat of Williamsburg, Virginia and Detail – Date Unknown
Riverside, Illinois – Olmsted and Vaux, 1869
The Northwest Land Ordinances and the National Grid
Illinois Central Associates – Standard Town Plat for 33 Depot Cities South of Chicago
Subdivide First
Start with lots.
Make small blocks.
Connect blocks to make dense networks of street rights-of-way.

Savannah Subdivision Plat - 1740

Savannah - 1855
Lesson 2

Design streets as if they are the most important public space, because they are.
North Highland at Virginia

Fifth Street at Tech Square
Peachtree Battle

North Highland at Atkins Park
Residential Street – Jonesboro, Arkansas
Street Design
Make streets for leisurely walking. Give definition to the street with boundaries of various kinds. Insure transparency between the public street and private space. Provide qualities that engage the eyes.

Savannah – Oglethorpe Boulevard
Lesson 3
Make boundaries to bind the city’s parts, not buffers that separate them
Cius est solum eius est usque ad coelum est usque ad inferos

Whoever owns the soil owns all the way to the heavens and all the way to the depths.
Something there is that doesn't love a wall,  
That sends the frozen-ground-swell under it,  
And spills the upper boulders in the sun,  
And makes gaps even two can pass abreast.  
The work of hunters is another thing:  
I have come after them and made repair  
Where they have left not one stone on a stone,  
But they would have the rabbit out of hiding,  
To please the yelping dogs. The gaps I mean,  
No one has seen them made or heard them made,  
But at spring mending-time we find them there.  
I let my neighbor know beyond the hill;  
And on a day we meet to walk the line  
And set the wall between us once again.  
We keep the wall between us as we go.  
To each the boulders that have fallen to each.  
And some are loaves and some so nearly balls  
We have to use a spell to make them balance:  
'Stay where you are until our backs are turned!'  
We wear our fingers rough with handling them.  
Oh, just another kind of out-door game,  
One on a side. It comes to little more:  
There where it is we do not need the wall:  
He is all pine and I am apple orchard.  
My apple trees will never get across  
And eat the cones under his pines, I tell him.  
He only says, 'Good fences make good neighbors'.  
Spring is the mischief in me, and I wonder  
If I could put a notion in his head:  
'Why do they make good neighbors? Isn't it  
Where there are cows?  
But here there are no cows.  
Before I built a wall I'd ask to know  
What I was walling in or walling out,  
And to whom I was like to give offence.  
Something there is that doesn't love a wall,  
That wants it down.' I could say 'Elves' to him,  
But it's not elves exactly, and I'd rather  
He said it for himself. I see him there  
Bringing a stone grasped firmly by the top  
In each hand, like an old-stone savage armed.  
He moves in darkness as it seems to me~  
Not of woods only and the shade of trees.  
He will not go behind his father's saying,  
And he likes having thought of it so well  
He says again, "Good fences make good neighbors."
Design Boundaries
There are many kinds of boundaries, use them freely
Bound the property, not the street
Materials are important
Lesson 4
Pay very close attention to fronts and backs.
Design Fronts and Backs
Make *facades* face the public.
Make backs private.
Experiment with sides.
Never start in the middle.
Lesson 5
Think type, not style, as the urban framework for building design.
Shotgun Type

Double Pen Type

Four Square Type

Bungalow Type
Cuyler Brownsville Neighborhood – Savannah
Design Type Not Style
Lesson 6
Design in small increments, even when building in big chunks.

4. Provide parking for the riverfront that serves Downtown, the stadium, and new development.
5. Create a series of flexible development sites on properly scaled new city blocks.
6. Encourage and accommodate transit.
7. Create regional attractions in the form of a district.
8. Locate large-scale (stadium) structures at the district's edge to preserve view corridors.
The final plan embodies all eight principles.
Design in Small Increments
Lesson 7
Mix uses side by side and block by block, not just up and down.
Mix Uses in Many Ways
Side by side.
Block by block.
Up and down.

River Street - Savannah
Lesson 8
Design places knowing that places are made, not designed.
Ocean Drive – South Beach Historic District, Miami Beach, Florida
Will and Max’s Back Yard
Loew’s Grand and the Coke Sign – Downtown Atlanta
Margaret Mitchell Square
John Howell Park – Virginia Highlands
Design Places
Provide a framework.
Allow for time.

Johnson Square - Savannah
Lesson 9
Make architecture as landscape, make landscape as architecture.
Lesson 10:
Invent with vigor, after recognizing Lessons 1 through 9.
TEN LESSONS

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