

PANEL 4: DESIGN GUIDELINES AS ECONOMIC CATALYST:
How Complete **PLACES** Affects Community Prosperity

Creating Value: Placemaking & Community Building for Enduring Communities

Dr. Charles C. Bohl

*Assoc. Prof/Director, Real Estate Development + Urbanism Program,
University of Miami's School of Architecture*



California State University
MONTEREY BAY
Extraordinary Opportunity



CREATING VALUE

PLACEMAKING AND COMMUNITY BUILDING FOR ENDURING COMMUNITIES



CREATING VALUE

PLACEMAKING AND COMMUNITY BUILDING FOR ENDURING COMMUNITIES



Baldwin Park, Orlando, FL



Place Making

Developing Town Centers,
Main Streets, and Urban Villages

Charles C. Bohl



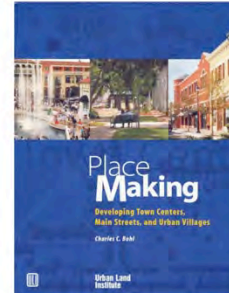
Urban Land
Institute



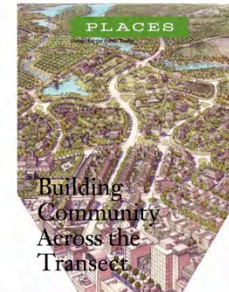
CHARLES C. BOHL

Associate Professor, Coordinator of Graduate Program in Real Estate Development and Urbanism

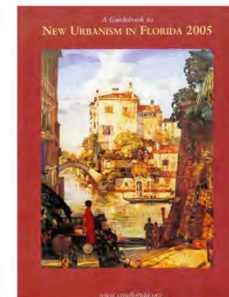
Charles C. Bohl is an associate professor and the director of the graduate program in Real Estate Development and Urbanism (MRED+U) at the University of Miami's School of Architecture, where he directed the Knight Program in Community Building from 2000-2008. Dr. Bohl is an expert on place making, community building and mixed-use development. He is the author of *Place Making: Developing Town Centers, Main Streets and Urban Villages*, a best-selling book published by the Urban Land Institute now in its 5th printing. He co-edited (with Jean-Francois Lejeune) the book *Sitte, Hegemann, And The Metropolis: Modern Civic Art And International Exchanges* (Routledge, 2008).



Book: *Place Making: Town Centers, Main Streets and Transit Villages*; Washington, DC, The Urban Land Institute, 2002, 305 pages. A best-selling book for the Urban Land Institute since its publication, named one of the Top Ten Books of 2003 by the Planetizen Planning and Development Network (www.planetizen.com), the book is now in its fifth printing.



Guest Editor, Special Journal Issue (with Elizabeth Plater-Zyberk): "Building Community Across the Transect," *Places* Vol. 18 (1). This issue brought together ten essays encompassing a diverse range of topics, applications and perspectives involving the rural-urban transect theory.



Book Chapter: "New Urbanism Legacy Projects in Florida" (Introduction and four essays on Seaside, Miramar Park, Hale Village Center and Celebration), in *New Urbanism in Florida*, 2nd Edition, Miami, Florida: Congress for the New Urbanism-Florida Chapter, 2005: 26-37.



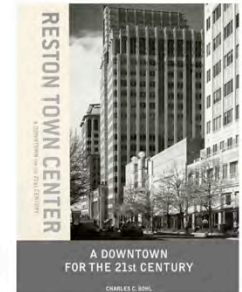
Edited Book (with Jean-Francois Lejeune): *Sitte, Hegemann, and The Metropolis: Modern Civic Art And International Exchanges*, New York, NY: Routledge, 2008. "Essays in this volume, from leading scholars and historians in architecture, urban design and planning reveal the extraordinary and long overlooked early modern work in city planning and design that included both the practical application of precedent research and innovation while accommodating massive social, economic, and technological changes."



Book Chapter: "Affordable Housing Design for Place Making and Community Building" in *Chasing the American Dream: Multidisciplinary Perspectives on Affordable Homeownership*, edited by William Roth and Harry Watson, Ithaca, NY: Cornell University Press, 2007: 113-145.



Journal: Co-founder and co-editor, 2007-2010, The Journal of Urbanism: International Research on Placemaking and Urban Sustainability, an interdisciplinary peer-review journal published by Routledge/Taylor & Francis.



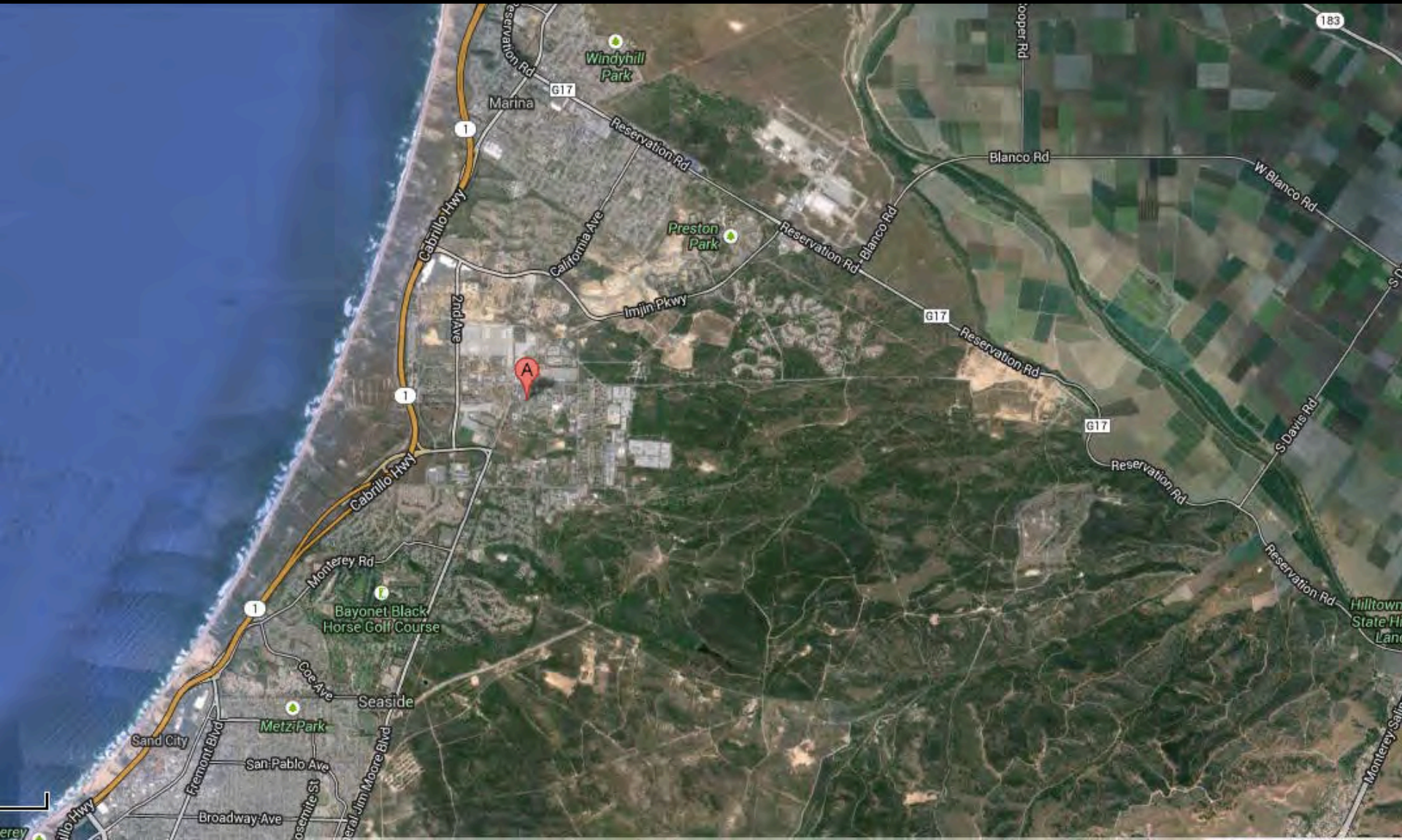
Book Chapter: "Before and After Reston Town Center" in *Reston Town Center: Visions and Reality: A Downtown for the Twenty-first Century*, Jan Cigliano, editor, Washington, DC: Academy Press, 2006: 4-27.

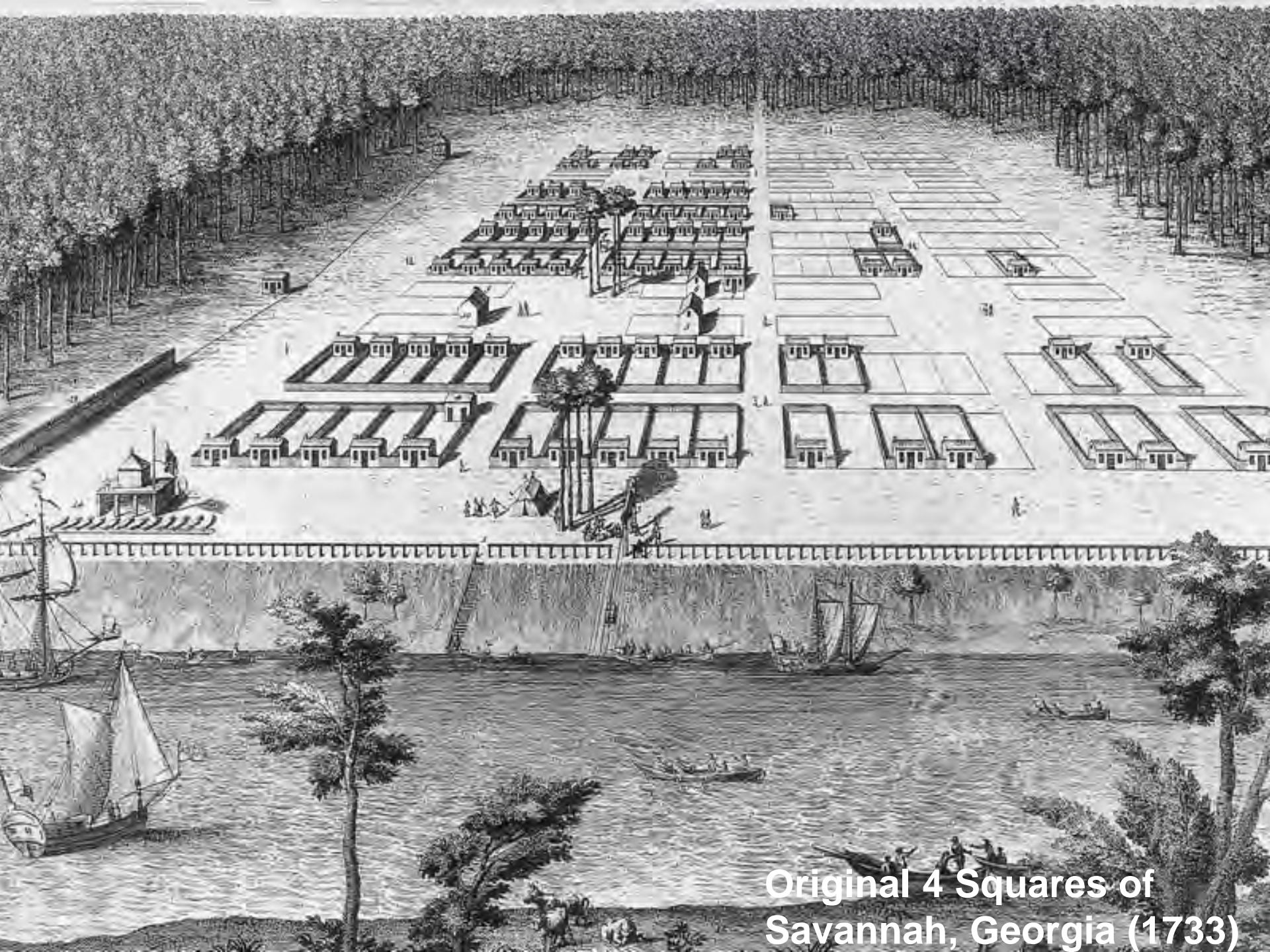


Funded Research/Programs: Bohl, Charles C. and Elizabeth Plater-Zyberk, co-principal investigators; Community Building Program. Sponsor: John S. and James L. Knight Foundation, Ansatz, \$1,100,000, 2004-2008. As program director organized five annual interdisciplinary seminars and an annual charrette in cities throughout the United States for an interdisciplinary program engaging mid-career fellows from a variety of disciplines with faculty and graduate students in architecture and urban design.



Curriculum/New Program Development: Master of Real Estate Development + Urbanism (MRED+U) program. Spearheaded national study of real estate programs (2006-07) and developed a curriculum for a one-year (12 month) master degree program blending the fundamentals of real estate with livable community design, and combining the interdisciplinary strengths of the Schools of Architecture, Business, Law and Engineering at the University of Miami. New masters degree program established in Spring 2008.





Original 4 Squares of
Savannah, Georgia (1733)



“For we must consider that we shall be a city upon a hill. The eyes of all people are upon us...”

Jonathan Winthrop (1630)



Or Subdivisions
on a hill?

(20th Century)

A Culture of Good Place Making Plans and Builds a Complete Community



Parish Meeting House,
Shirley Center, MA

“The committee made its report and recommendations (their 'town plan'): The cornerstone would be the Meetinghouse. On one side would be the Churchyard, dedicated to eternity. On the other side the Common, dedicated to posterity. Around this would be 'clustered,' besides the homesteads and the Town Hall, the Meetinghouse, Schoolhouse and Country Store. They would make *the 'five senses' that constitute a complete community.*”

Home	Education	Nature
Government	Commerce	Arts/Culture
Religion		Health

RESIDENTIAL PODS



Changing demographics
& lifestyle preferences

The Millennials

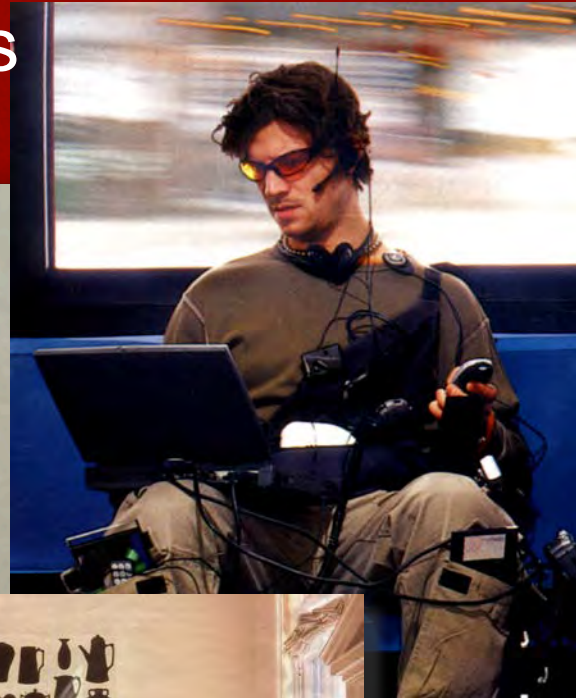
78 Million
1977-1996

Zimmerman Volk
Associates



Changing demographics & lifestyle preferences

Younger Singles & Couples



Zimmerman Volk
Associates

Changing demographics & lifestyle preferences



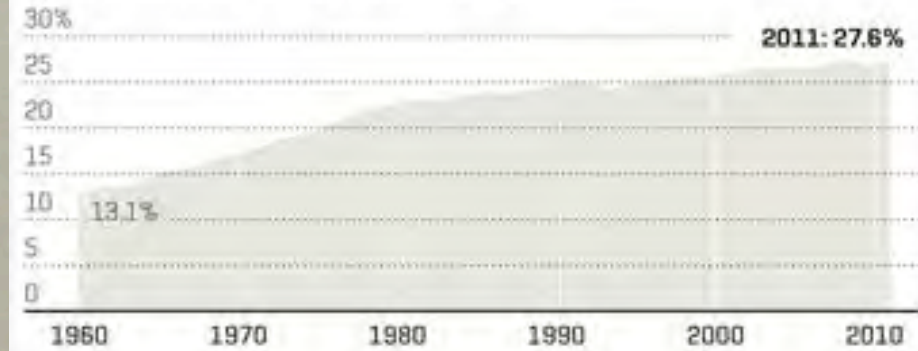
THE
Ma



Living Alone

- 28% of Americans now live alone
- In cities 40% or more of households contain a single occupant
- Those living alone now spend nearly \$2 trillion/yr and spend more per capita
- Nearly 50% of Americans are single
- “Singletons play an essential yet unappreciated role in revitalizing cities and animating public spaces. Compared with married people, they're more likely to eat out in cafés and restaurants, exercise in a gym, take art classes, attend public events, and volunteer.”

ONE-PERSON HOUSEHOLDS
AS A PERCENTAGE OF ALL HOUSEHOLDS



OPINION
One's a Crowd



Home
Work



Live-Work & Flex Space

Live-Work Planning and Design

**ZERO-COMMUTE
HOUSING**



Thomas Dolan



OFFICE PARK PODS





netWORK

AN OFFICE COMMUNITY
FOR A MODERN AND DYNAMIC WORLD



A SENSE OF COMMUNITY
SOCIAL SPACES
A UNIQUE LOCATION



Changing Work Places & Live-Work Lifestyles



*Communities (and universities) need
to think like a Google Executive:*

*“People spend a lot of time here, so
we want to keep them happy.”*

RETAIL PODS



Study: Fewer Young People Getting Driver's License

Researchers say most are unemployed and likely can't afford a car

By [ALLIE BIDWELL](#)

August 6, 2013

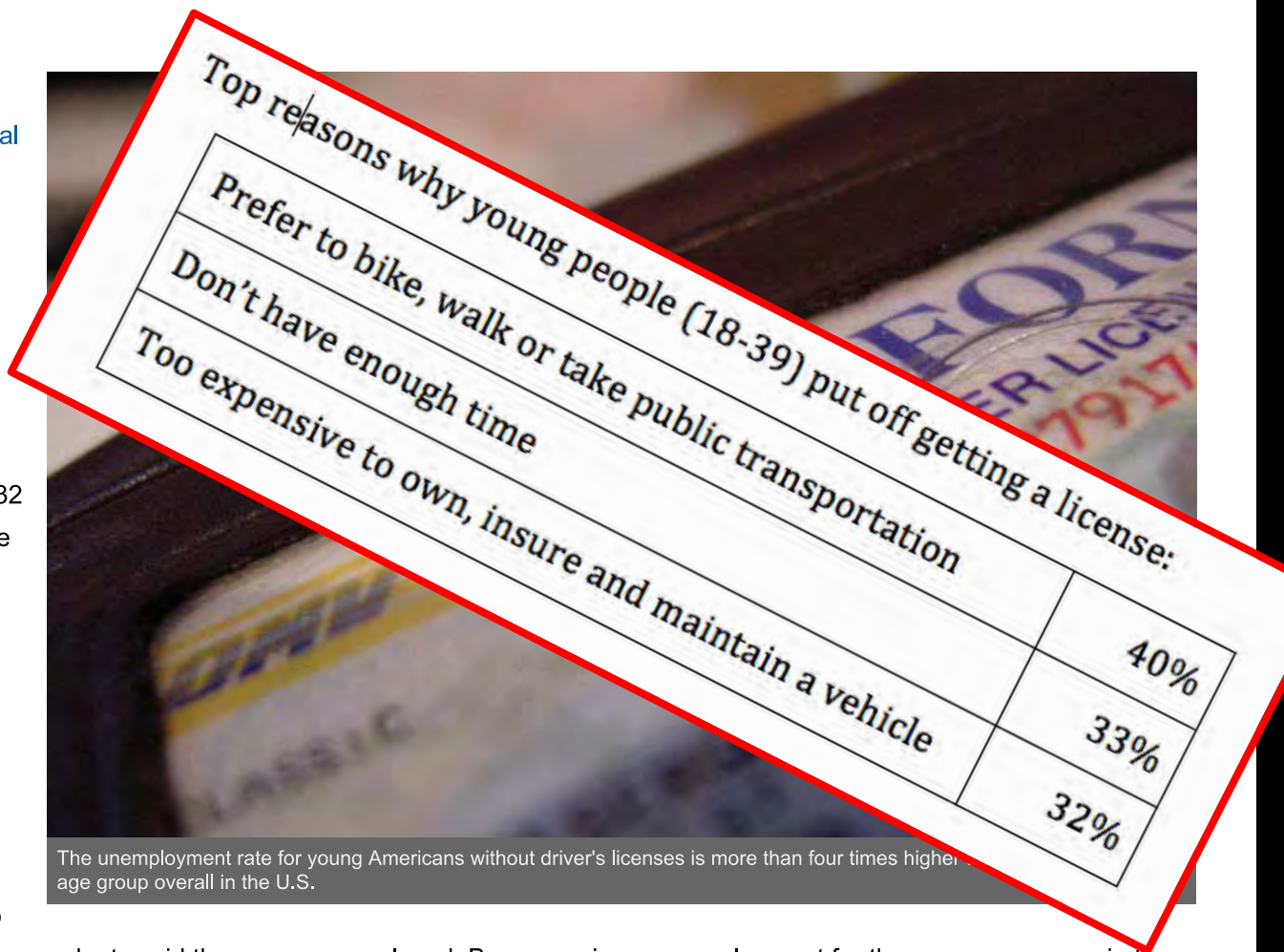
The number of young adults with a driver's license has been [decreasing over the last several decades](#), and nearly half of those people are unemployed, according to a new study from researchers at the University of Michigan.

Brandon Schoettle, [the lead author of the study](#), found in a survey of more than 600 people between the ages of 18 and 39 that more than one in three said they put off getting a license because they don't have enough time. Another 32 percent said they delayed the process due to the cost of owning and maintaining a vehicle, and nearly 40 percent said they preferred to ride a bike, walk or take public transportation.

[[SEE: The 10 Best States for Teen Drivers](#)]

Schoettle told U.S. News that one unexpected result of the survey was a trend showing that unlicensed young adults tend to have higher levels of unemployment than their peers who do have a driver's license. About 46 percent of all respondents said they were unemployed. By comparison, unemployment for the same age group in the overall United States population is 10.5 percent.

While it is unclear if there is a direct correlation between unemployment and being unable to license, Schoettle says it is



The unemployment rate for young Americans without driver's licenses is more than four times higher than the unemployment rate for the same age group overall in the U.S.

The Rise of the Tech-Savvy Customer and Retailers





Voluntary Simplicity

The prolonged economic downturn has caused many consumers to shift—either voluntarily or out of necessity—to a simpler lifestyle that minimizes extravagance and places a premium on quality time with family and friends. The implications for real estate: higher demand for well-designed, low-key gathering places conducive to inexpensive, spontaneous interaction.

“This desire for simplicity means people value public space, outdoor living rooms, places where they can just enjoy being together. As a whole, we [as a society] are looking inside ourselves, at what is really important in our lives,” This “return to the basics,” is rendering place making more important than ever, with authenticity, flexibility, and adaptability among the key ingredients for success.

-Brooke Warrick in *Urban Land*, Nov 2011





HOTEL PADS



[BROWSE](#)

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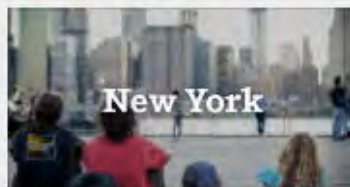
Hosting just got easier.



[Watch Airbnb Open 2013 »](#)

Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.



New York



London



Paris



San Francisco



New

Sydney



New

Tokyo

[All neighborhood guides](#)

The
Hyatt







Disposable Places

Retail Darwinism Puts Old Malls in Jeopardy

By Timothy Egan, New York Times, January 1, 2000

“The fully enclosed shopping mall, that island of boxy chain stores and lost apostrophes in a sea of asphalt, was not born in California. But this seems to be the place where people are digging its grave, at least in its present form....”





CREATING VALUE

“If what you sell is privacy and exclusivity, then every new house is a degradation of the amenity. However, if what you sell is community, then every new house is an enhancement of the asset.”

Vince Graham

What Draws Creative People? Quality of Place

By **Richard Florida**
October 11, 2012

Text Size: **A A A**

[Print](#) [Email](#) [Share](#) [Facebook](#) [LinkedIn](#) [Twitter](#)

Why do people—especially talented Creative Class people, who have lots of choices—opt to locate in certain places? What draws them to some places and not to others? Economists and social scientists have paid a great deal of attention to the location decisions of companies, but they have virtually ignored how people, especially creative people, make the same choices.

This question first began to vex me more than a decade ago. In search of answers, I began by simply asking people how they made their decisions about where to live and work. I started with my students and colleagues and then turned to friends and associates in other cities. Eventually, I began to ask virtually everyone I met. Ultimately, in the mid-2000s, I put the question at the heart of a major survey I conducted along with the Gallup Organization. The same answers came back time and again.

Place itself, I began to realize, was the key factor. So much so, that I coined a term—*quality of place*—to sum it up. I use the term in contrast with the more traditional concept of *quality of life* to cover the unique set of characteristics that define a place and make it attractive. Over time, my colleagues and I have come to refer to these characteristics as Territorial Assets, the fourth T of economic development after Technology, Talent, and Tolerance (what I have elsewhere called the 3Ts of Economic Growth).




Cities like Providence, Rhode Island, offer a mix of established neighborhoods, multiple ethnicities, and stimulating activities that many creative people consider a necessary component of the places where they will consider establishing a household.

Three key dimensions for Quality of Place:

- **What's there:** the combination of the built environment and the natural environment; a stimulating, appealing setting for the pursuit of creative lives.
- **Who's there:** diverse people of all ethnicities, nationalities, religions, and sexual orientations, interacting and providing clear cues that this is a community where anyone can fit in and make a life.
- **What's going on:** the vibrancy of the street life, café culture, arts, and music; the visible presence of people engaging in outdoor activities—altogether a lot of active, exciting, creative goings-ons.


KNIGHT



Soul of the Community

A PROJECT OF JOHN S. AND JAMES L. KNIGHT FOUNDATION


in partnership with GALLUP



Knight Foundation

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[Take A](#)



Tallahassee, FL

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What Attaches People to Their Communities?

What makes a community a desirable place to live? What draws people to stake their future in it? Are communities with more attached residents better off?

Gallup and the John S. and James L. Knight Foundation launched the Knight Soul of the Community project in 2008 with these questions in mind. After interviewing close to 43,000 people in 26 communities over three years, the study has found that three main qualities attach people to place: social offerings, such as entertainment venues and places to meet, openness (how welcoming a place is) and the area's aesthetics (its physical beauty and green spaces).

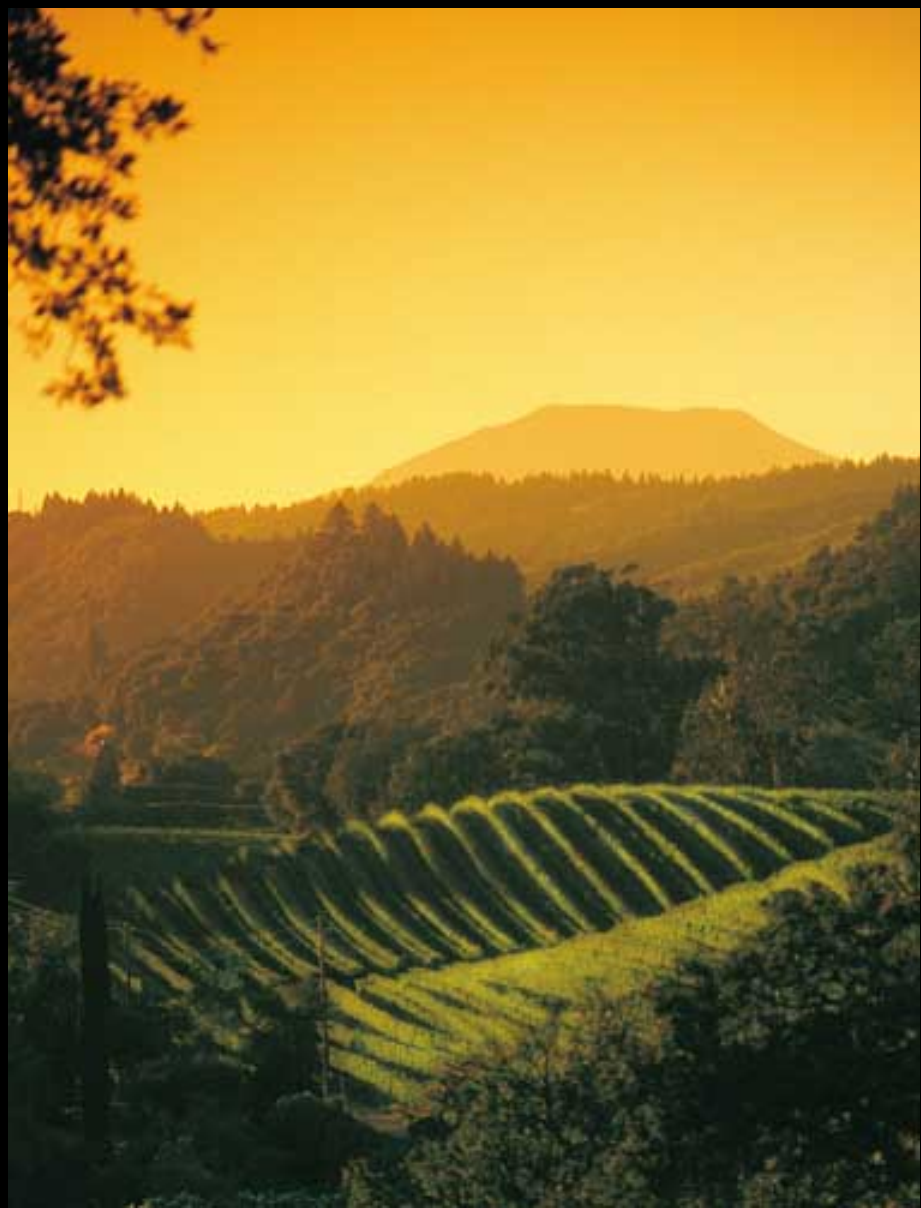


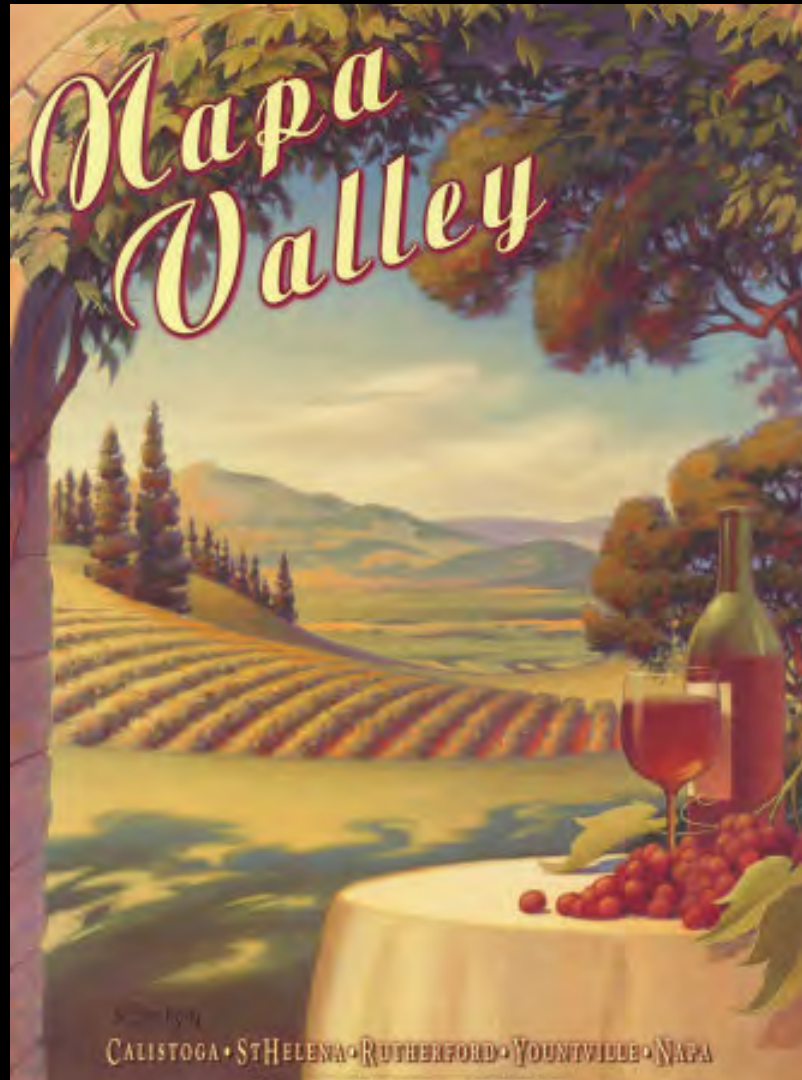
[+ MORE](#)

“After interviewing close to 43,000 people in 26 communities over three years,” the Knight Foundation and Gallup concluded in 2011, “the study has found that three main qualities attach people to place:

1. Social offerings, such as entertainment venues and places to meet;
2. Openness (how welcoming a place is); and
3. The area’s aesthetics (its physical beauty and green spaces).”







The seamless branding of Napa Valley leveraging a powerful sense of place involving the interconnectedness of the region's imagery, art, culture, economy and events

“...continuing the sprawling, low-density haphazard development pattern of the past 40 years is unsustainable...

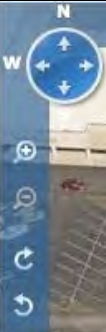
It will exacerbate many of the problems sprawl has already created—**dwindling natural areas and working farms, increasingly longer commutes, debilitating traffic congestion, and harmful smog and water pollution.**

Local officials now realize that **paying for basic infrastructure—roadways and schools, libraries, fire, police, and sewer services — spread over large and sprawling distances is inefficient and expensive.”**

Source: Richard M. Haughey (2005)
Higher-Density Development: Myth and Fact. ULI—the Urban Land Institute, Multi Housing Council, AIA, Sierra Club







2D 3D Road Aerial Bird's eye Labels Traffic <<



Alt 390
W 23rd St 368

Alt 390
W 23rd St 368

Alt 390
W 23rd St 368



40 yds

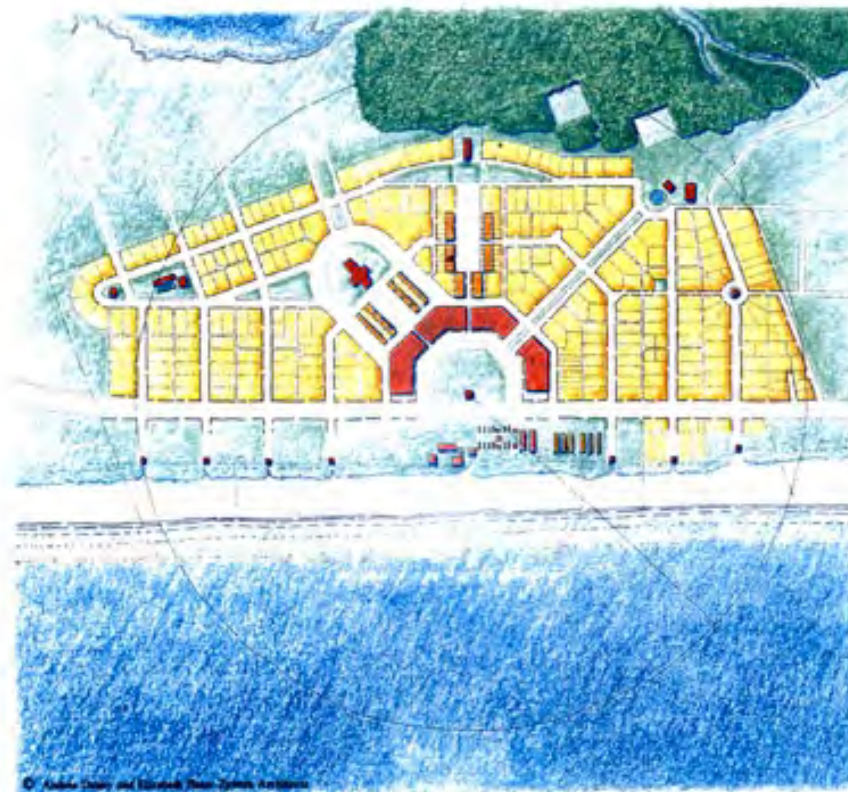
© 2009 Microsoft Corporation © 2009 NAVTEQ © AND
Pictometry Bird's Eye © 2009 Pictometry International Corp







“Open Space”

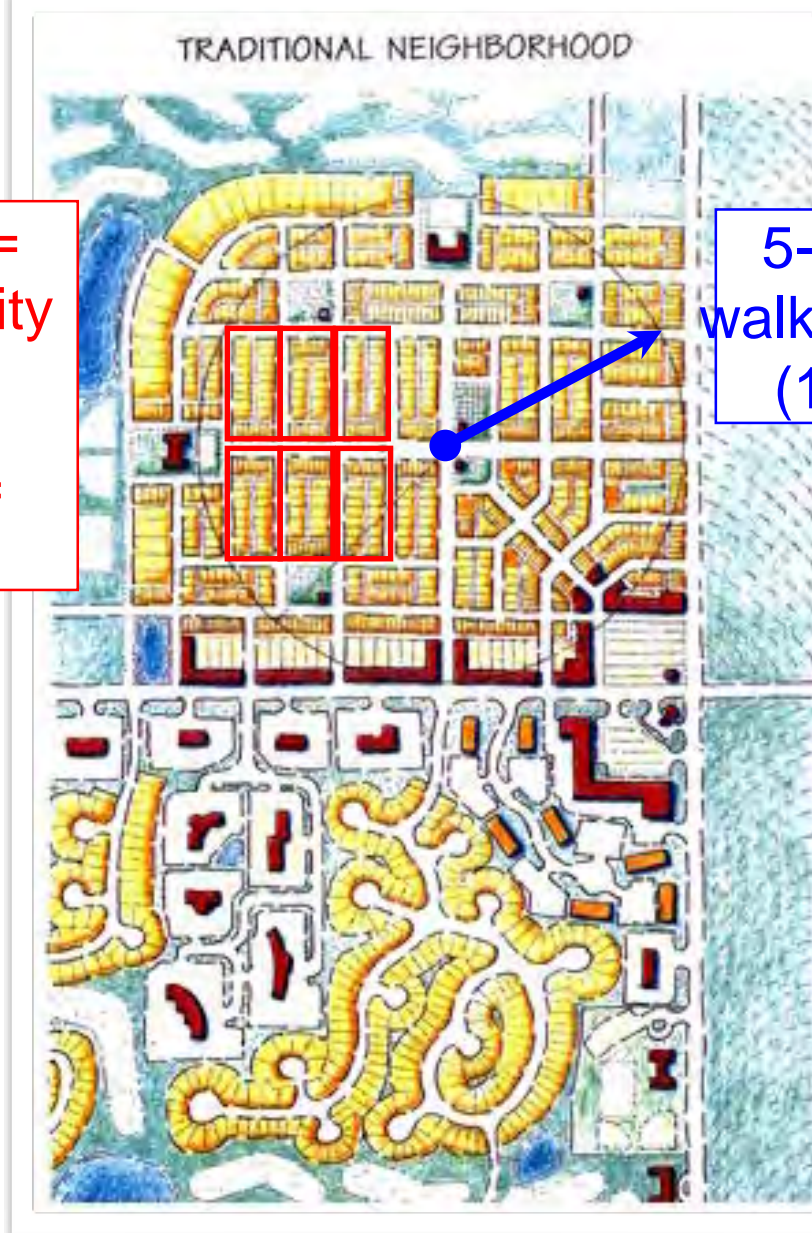


Neighborhood Scale

The Five-Minute Walk / 1/4-Mile Radius “so that every house is within walking distance of its shops and restaurants”

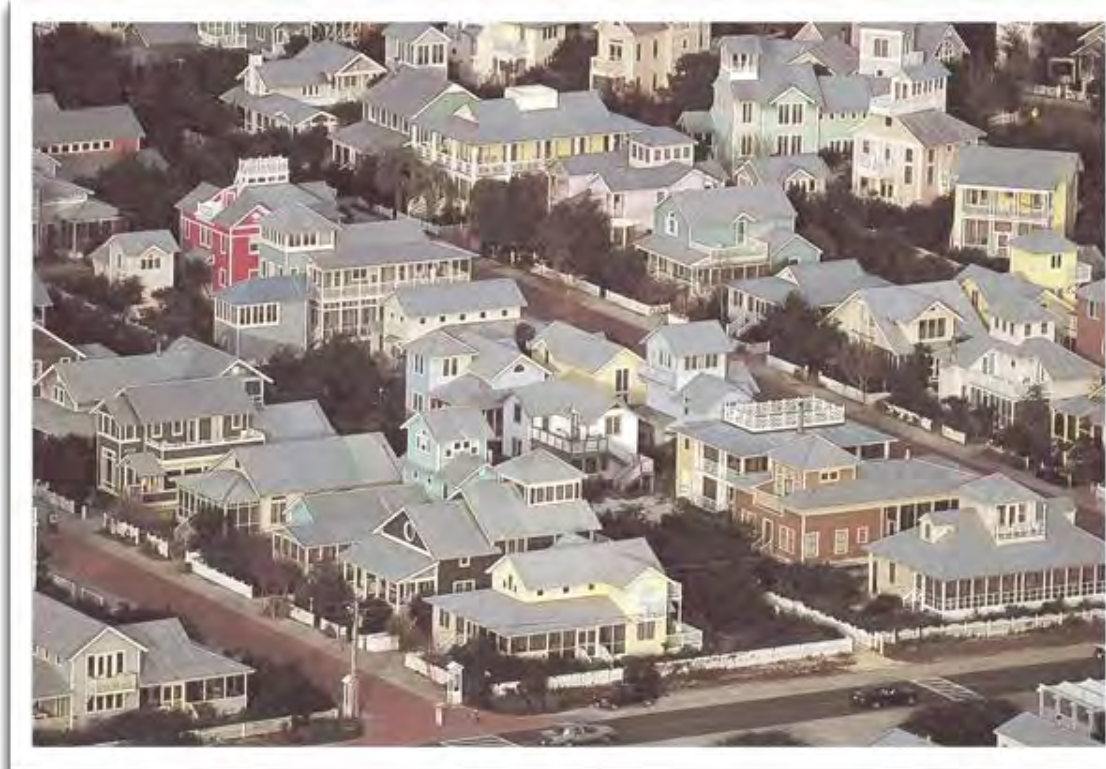
Shorter blocks =
Greater Walkability

1320 Ft /
4 block faces =
330 ft/blk avg



5-minute
walking radius
(1320-ft)

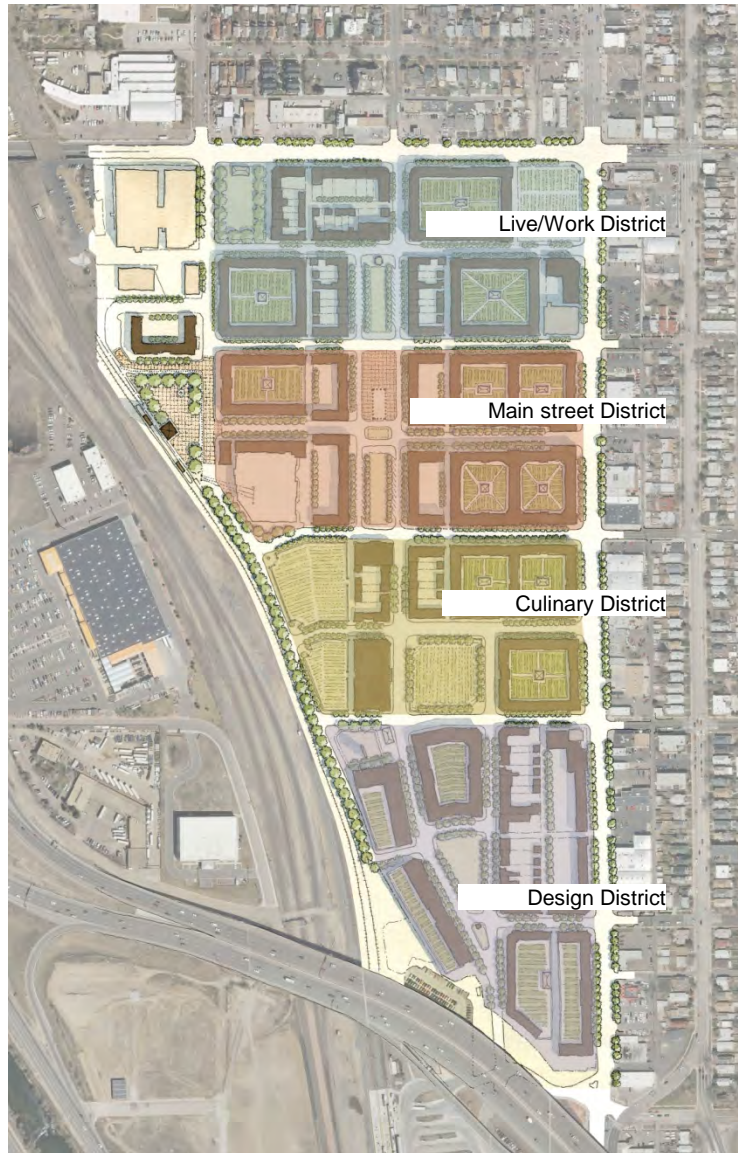
Create Walkable Scale Neighborhoods and Blocks



Incremental Place Making

“phase planning in smaller, more concentrated increments...
we first built out one small area of a dozen homes that
successfully served as a demonstration of our ideas.”

A Place Making Approach to Implementation: Creating Value in Every Phase of Incremental Development



District Masterplan





Mixed Housing Types

The code blends different housing types
within individual blocks



Context Sensitive Commerce

Creating Value and Community Identity through
Synergies of Commerce and Sense of Place

The Farmhouse

The Farmhouse, located in the Inn at Serenbe, serves beloved recipes made with farm-fresh organic ingredients grown just steps away on the Serenbe Farms. Marie Nygren, who founded Serenbe with her husband Steve, and operated it with the family as a bed-and-breakfast before the community developed, has returned to her kitchen in the historic home as proprietress to guide the art of southern cuisine utilizing local products. The weekly-changing, a la carte menu is rich with Southern delicacies straight from Marie's storied recipe box, prepared in a style that highlights the flavor and nutrients of farm-fresh produce. In addition to dinner on Thursday – Saturday, "Fried Chicken Sundays" have become a beloved tradition. The Farmhouse is located in the Inn at Serenbe at 10910 Hatcherson Ferry Road in the city of Chattahoochee Hills. The restaurant has been featured in the New York Times, Bon Appetit & Gourmet, and was named a "Best New Restaurant" in 2007 by Atlanta Magazine. The Farmhouse accepts reservations Thursday – Saturday, 5 – 9 p.m., and Sunday, noon – 5 p.m. Reservations are highly recommended; call 770.463.2622.

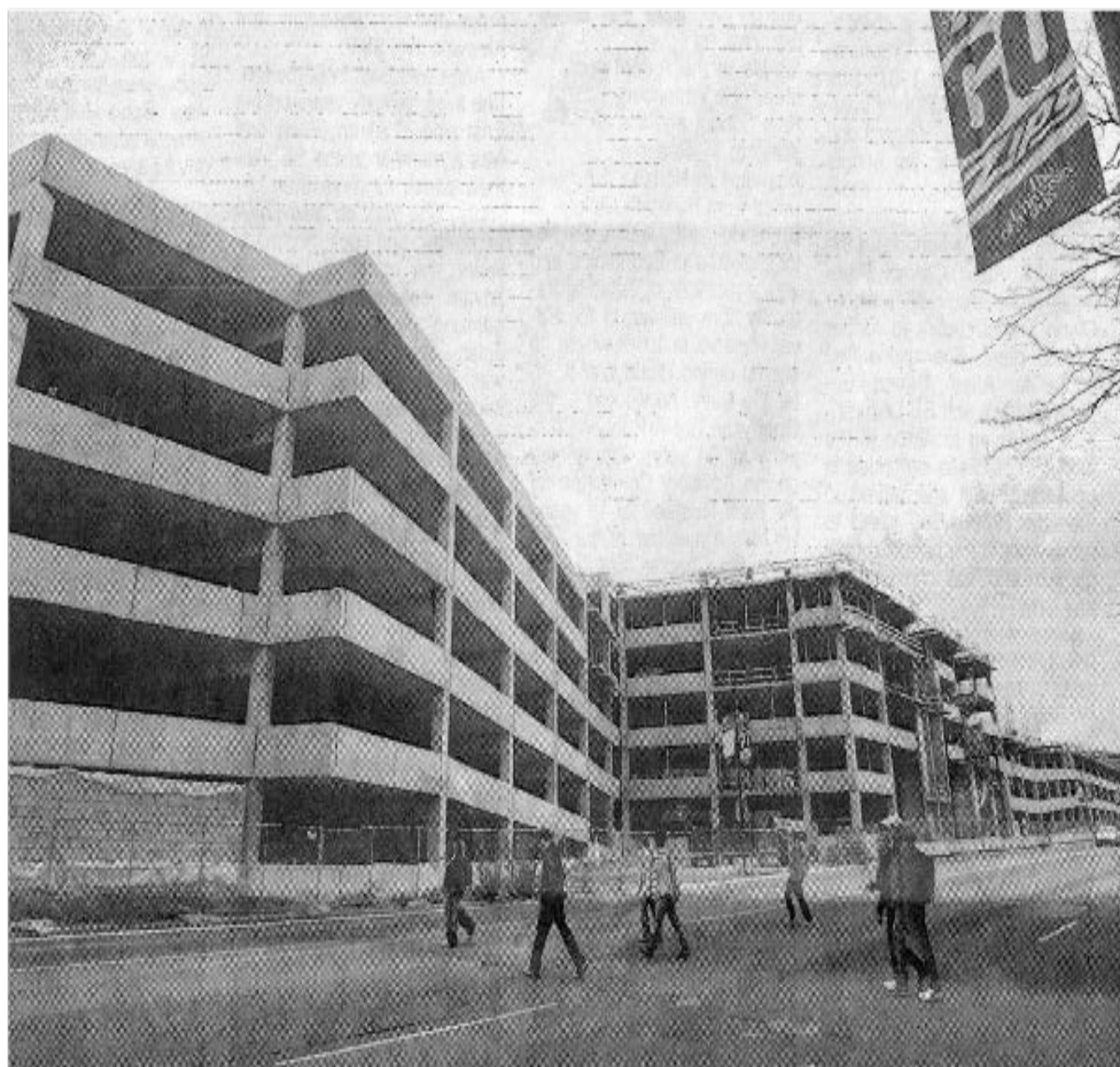


Unique establishments that connect people and their interests with places, e.g., restaurants that feature local, seasonal produce in their menu (Serenbe - Atlanta area)



Parking is power!





MORE PARKING AT UA CAMPUS

- The University of Akron continues construction on a parking facility along East Exchange Street on campus.
- The construction is adding to a deck that was built in 1979.
- Ted Curtis, vice president of Capital Planning & Facilities Management, said 90 to 100 workers are on the job each day at the site.
- The number of spaces will be 1,350.
- Curtis said the site was selected for its location near academic buildings and the new InfoCision Stadium, plus the 468-bed residence hall across Exchange Street.



Celebration, FL



Mizner Park
Boca Raton, FL



Mizner Park
Boca Raton, FL

Create Great Streets as civic space



Streets that **create value** as premier
addresses to live, shop, dine, work.

Not streets as only car movers





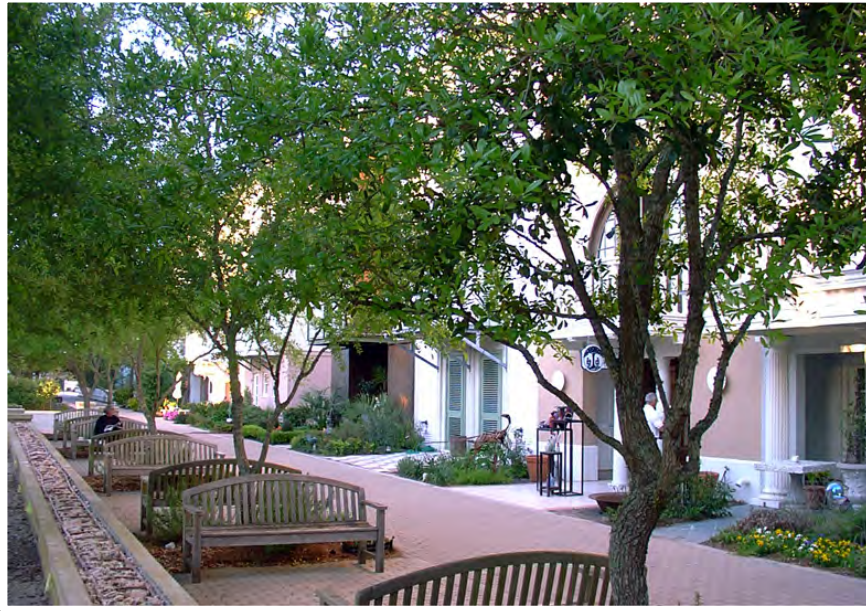


Create Outdoor Rooms



Creating Value Through the Public Realm

“We found that public amenities added value to private lots.”



A variety of gathering spaces dispersed throughout the neighborhood build value for residential and commercial properties



Creating Value Through the Public Realm

VALUING OPEN SPACE:
LAND ECONOMICS AND NEIGHBORHOOD PARKS

By

Andrew Ross Miller

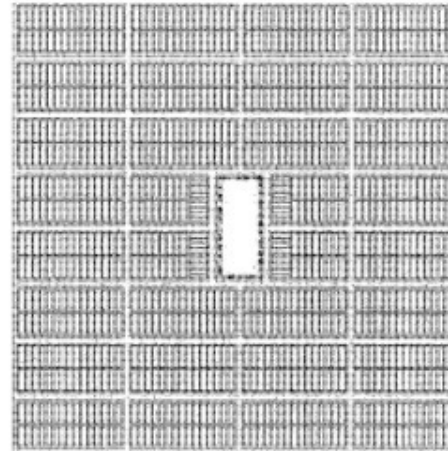
B.A. Architecture
University of Washington, 1995

Submitted to the Department of Architecture in Partial Fulfillment
of the Requirements for the Degrees of:

Master of Architecture
And
Master of Science in Real Estate Development
At the
Massachusetts Institute of Technology
February 2001

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Value Gradients



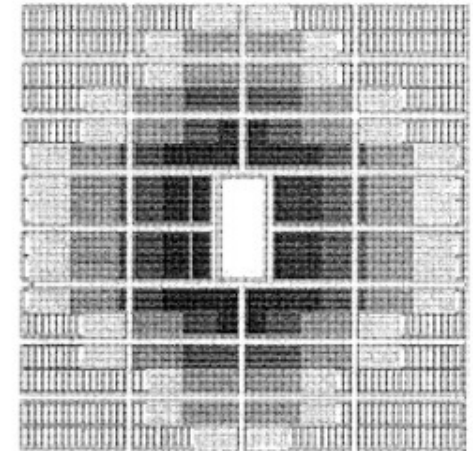
Street Plan

Plan Advantages

- Contains rent gradient within parcel
- Reduces perimeter infrastructure costs of park
- Simple wayfinding
- Optimizes value of park to residential property

Plan Disadvantages

- Underserved by parks
- No park variety
- No variety of lots
- Difficult to phase
- No provision for future commercial space
- Monotonous



Distance-based Gradient Plan

Plan Statistics

Residential Area...	5,184,000	74.4%
Retail.....	0	0%
Parks.....	0	0%
Right of Way.....	1,785,600	25.6%
Total Area.....	6,969,600	100.0%

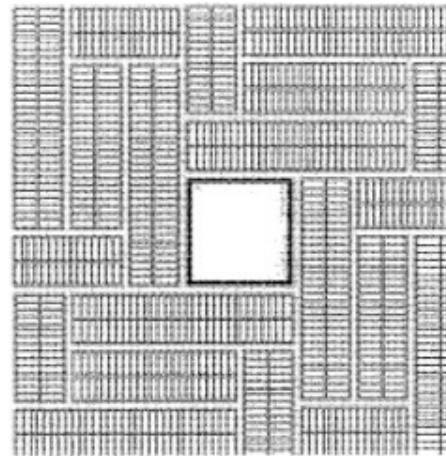
Residential Lot Sizes

40x128 5120 sf 960

Premium Effect on Lots

Premium	percent receiving given premium	
	Lots	Land
20.0%	6.1%	3.2%
10.0%	7.4%	2.9%
5.0%	12.2%	8.3%
2.5%	22.2%	15.1%
1.0%	20.9%	13.6%

Value Gradient



Street Plan

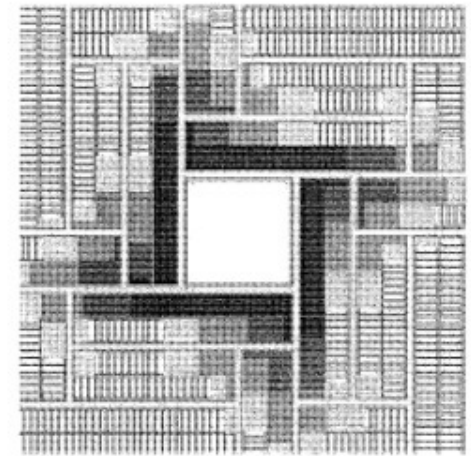
Plan Advantages

- Contains rent gradient within parcel
- Reduces perimeter infrastructure costs of park
- Spiral street pattern eliminates four-way intersections
- Long blocks reduce infrastructure cost

Plan Disadvantages

- Underserved by parks
- No park variety
- Spiral block plan is inefficient with respect to travel time
- No variety of lots
- Difficult to phase
- Blocks are long and monotonous
- Park may be inefficiently large / generate diseconomies

Illus. 4.12



Distance-based Gradient Plan

Plan Statistics

Residential Area...	4,784,000	68.6%
Retail.....	0	0%
Parks.....	360,000	5.2%
Right of Way.....	1,825,600	26.2%
Total Area.....	6,969,600	100.0%

Residential Lot Sizes

40x130	5200 sf	920
--------	---------	-----

Premium Effect on Lots

Premium	percent receiving given premium	
	Lots	Land
20.0%	7.7%	5.4%
10.0%	3.4%	1.9%
5.0%	8.1%	5.6%
2.5%	12.8%	8.9%
1.0%	14.0%	9.9%



Marketability & Absorption

Price Premium

4% to 25% TND premium

**Established by hedonic analysis of
TNDs in North Carolina, Maryland,
Tennessee, Oregon and California**

—Eppli, Tu, Song, Knaap, 1997 to 2003

Marketability & Absorption

The “C” in TVC

19% to 35% premium

**Analysis of lots bordering
preserves**

—Thornes, 2002

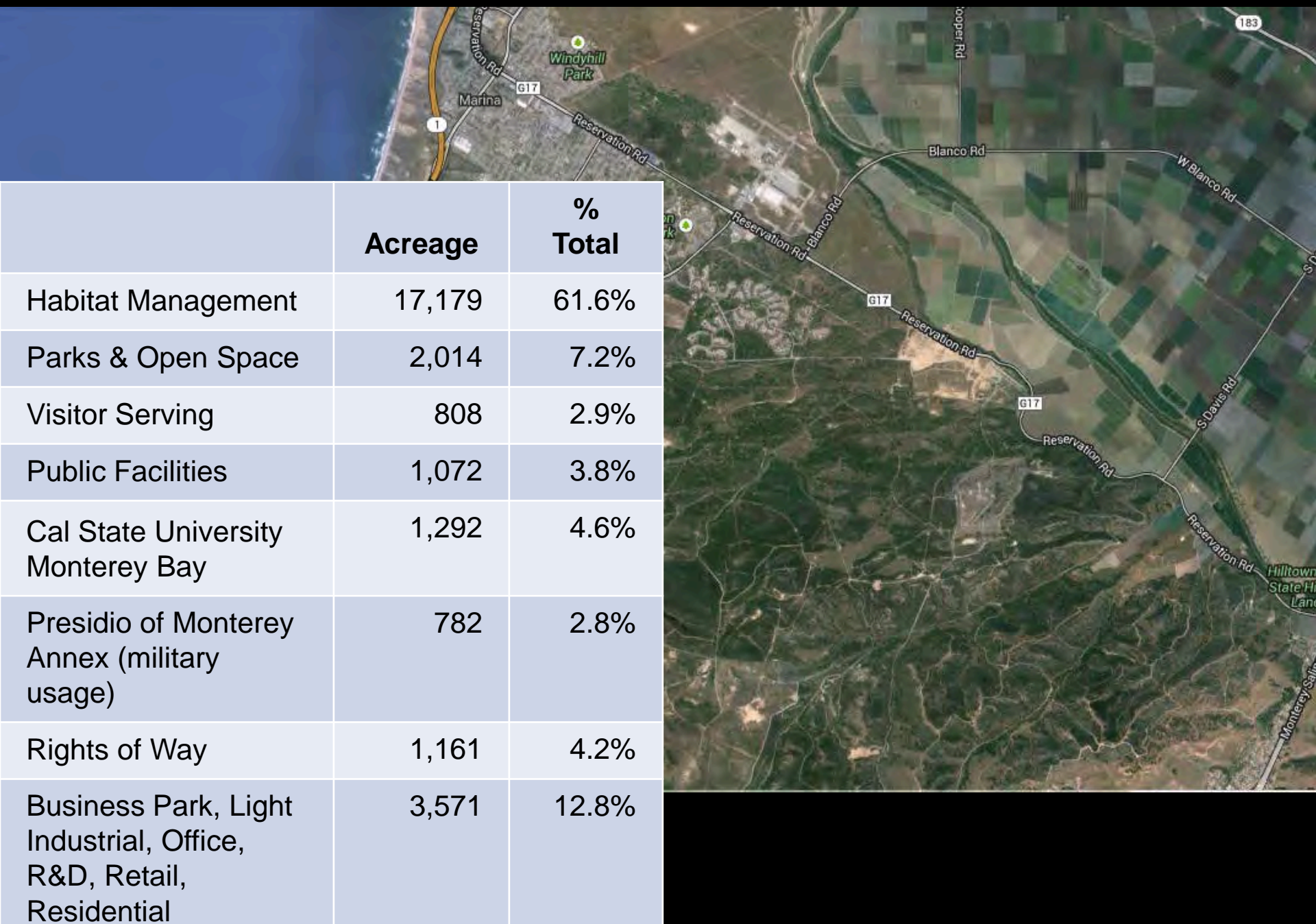
Marketability & Absorption

Neighborhood Park Premium

22.3% premium for units within 100 feet of neighborhood park

Premium for smallest lots 197% of premium for largest lots.

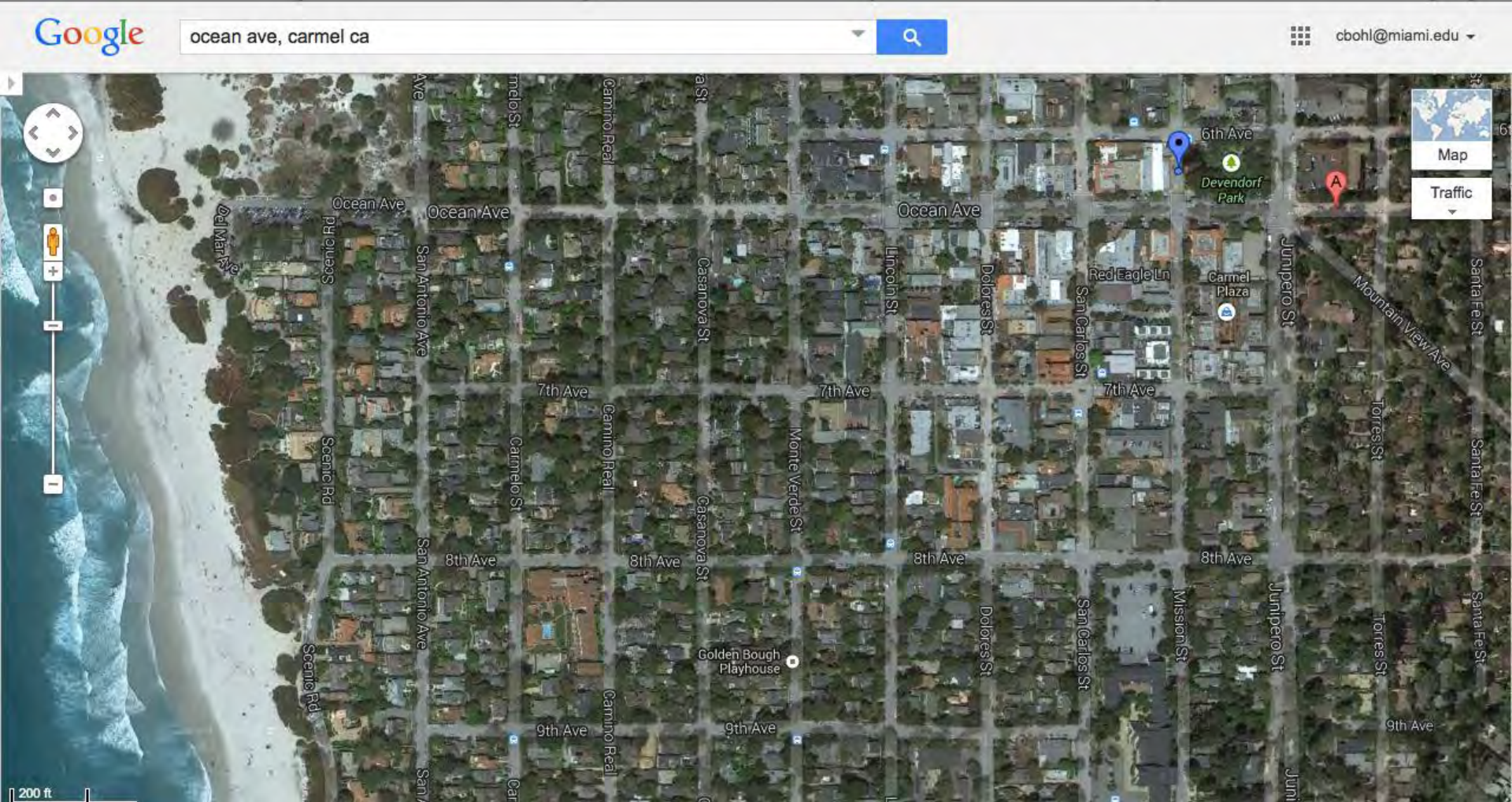
—Miller, 2001



	Acreage	% Total
Habitat Management	17,179	61.6%
Parks & Open Space	2,014	7.2%
Visitor Serving	808	2.9%
Public Facilities	1,072	3.8%
Cal State University Monterey Bay	1,292	4.6%
Presidio of Monterey Annex (military usage)	782	2.8%
Rights of Way	1,161	4.2%
Business Park, Light Industrial, Office, R&D, Retail, Residential	3,571	12.8%

DESIGN GUIDELINES RESEARCH

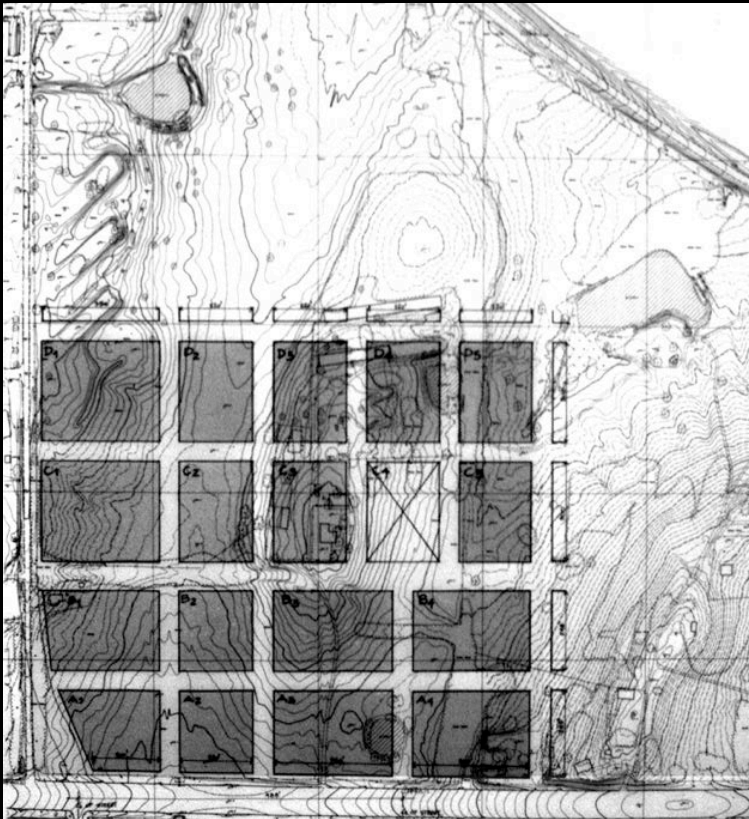
LEARNING FROM LOCAL PRECEDENTS



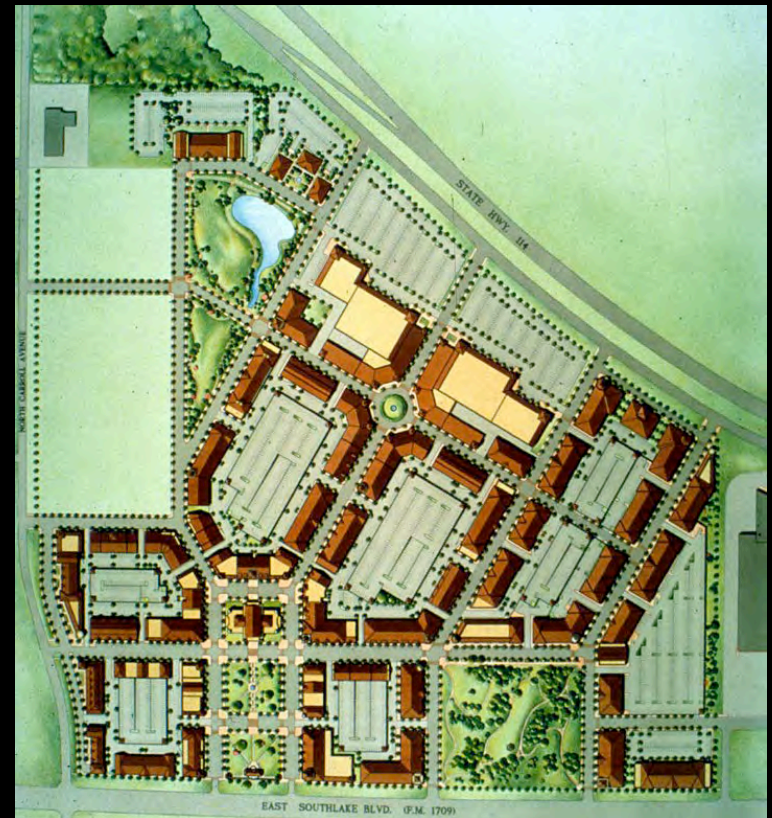
HISTORIC CARMEL-BY-THE-SEA GRID

DESIGN GUIDELINES RESEARCH

LEARNING FROM LOCAL PRECEDENTS



Laying the historic Fort
Worth grid on proposed town
center site...



...to inform the urban fabric
for new development

THE TWO ERAS

PLANNING, DESIGN AND DEVELOPMENT



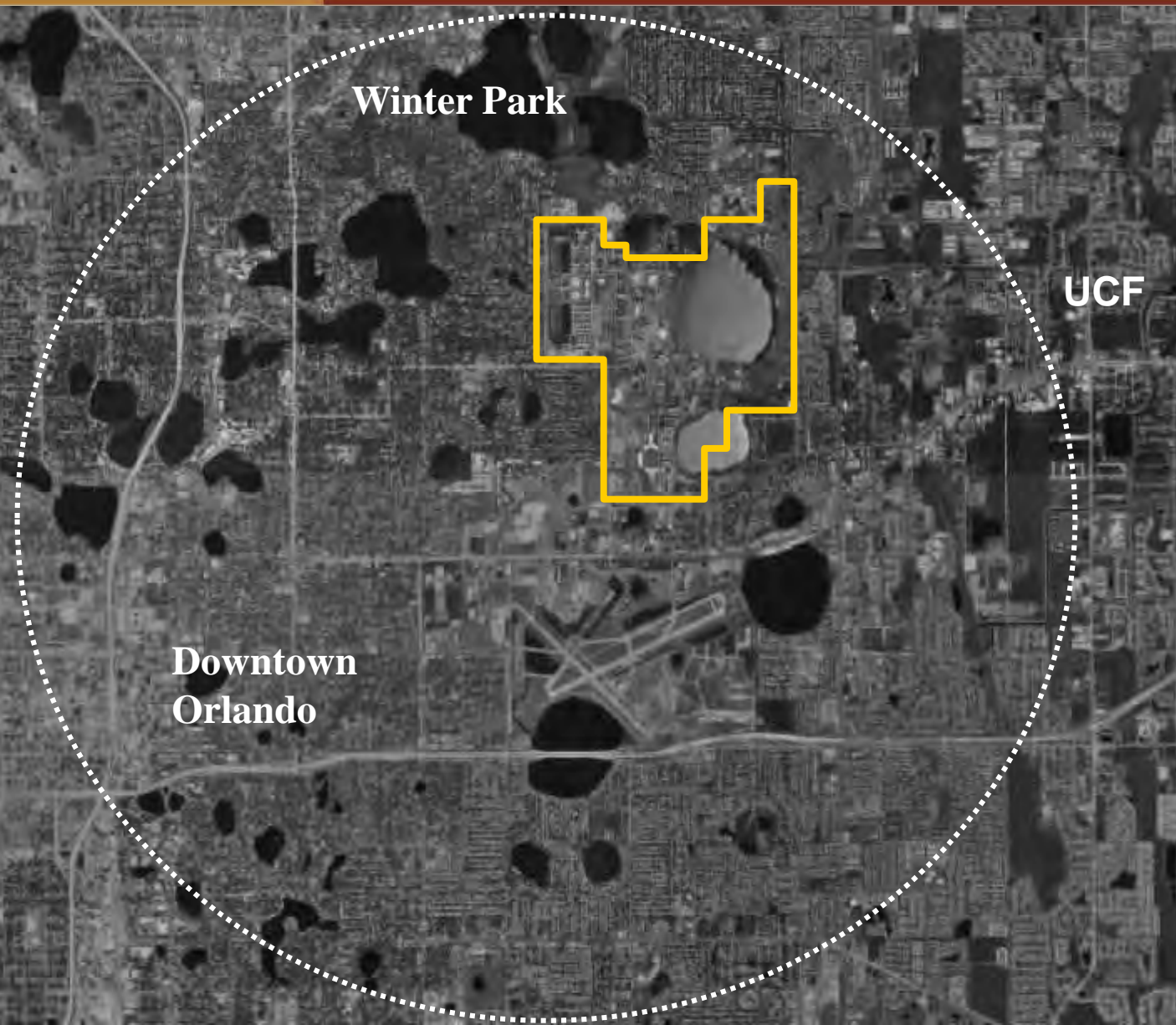
Former Del Monte Hotel / Naval Postgraduate School
(Monterey, CA)

LEARNING FROM

BALDWIN PARK®

Navy Base to Neighborhood





Winter Park

UCF

**Downtown
Orlando**

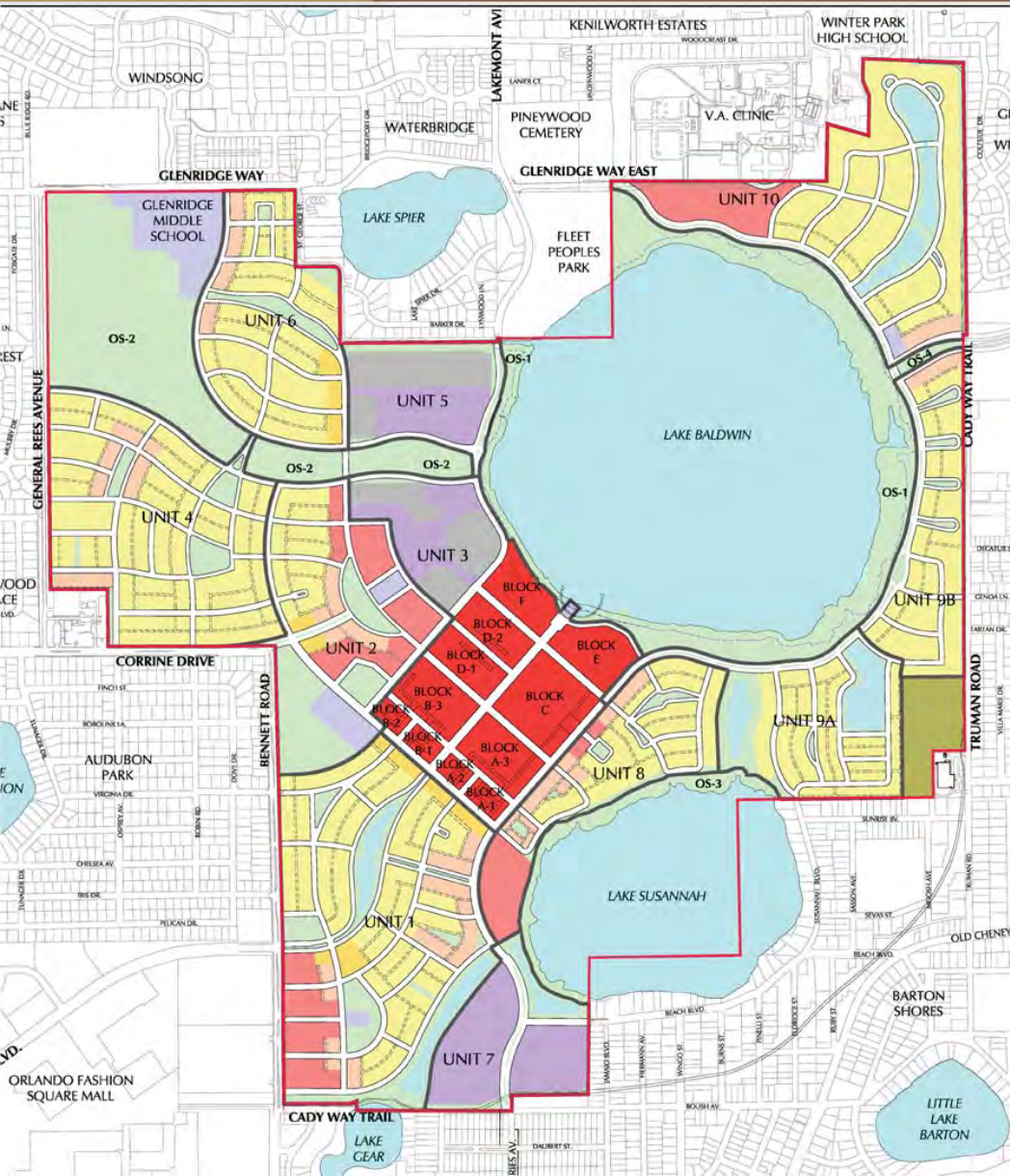
100,000 residents
live within 3 mile
radius

FOUR-STAGE PROCESS

1. Base Reuse Plan
2. Business and Development Plan
3. Urban Design Vision Plan
4. Selection of a development team

MASTER PLAN

Total Acres	1,100
Residential Units	4,300
Office Space	800,000 sf
Retail Space	200,000 sf
Parks	200+ ac



The Community Building Process



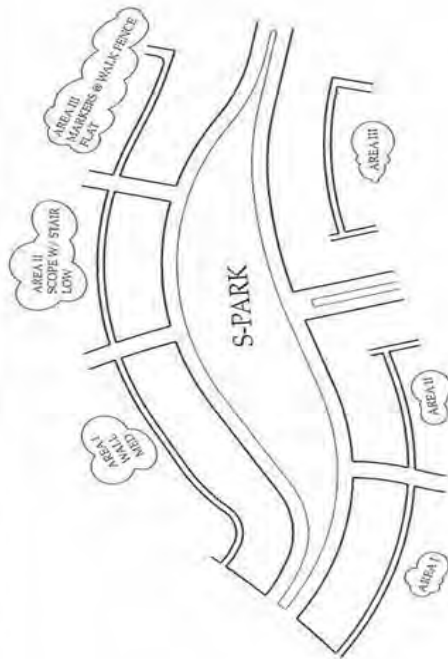


Community Patterns – S Park

COMMUNITY PATTERNS

S - PARK - NEIGHBORHOOD 1

1.1.8



AREA I - ELEVATION (TYPICAL) - LOW WALL

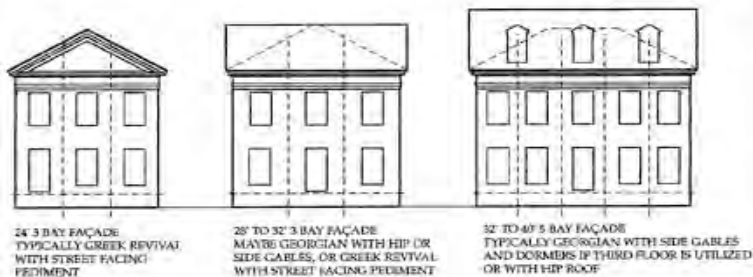
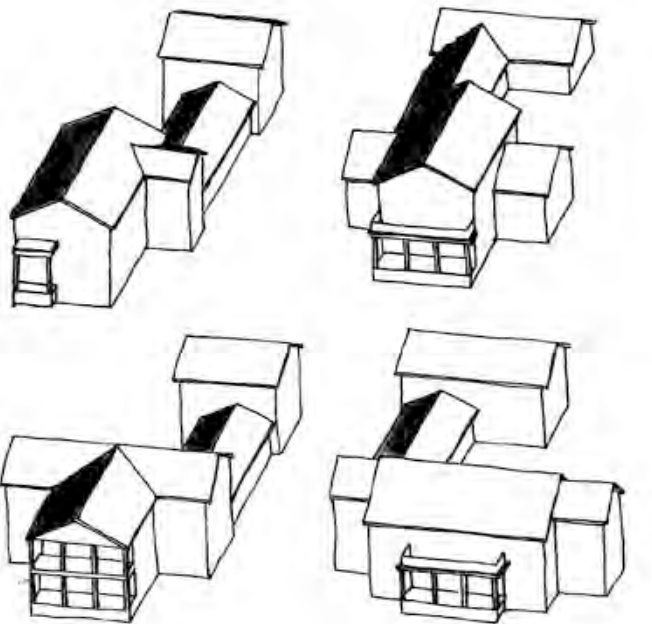


AREA II - ELEVATION (TYPICAL) - SLOPE W/ STAIR/HEDGE



AREA III - ELEVATION (TYPICAL) - MARKERS AT WALK/LOW FENCE

Classical – Massing



MASSING PRINCIPLES

The simple volumes of these styles are comprised of the Main Body with Add-on Elements such as appendages and wings. Each add-on element has its own roof form; i.e., a single roof does not encompass all of the additional elements. The smaller forms undulate as required to provide a formal balanced appearance in the overall massing. The offsets create elevation interest, a private zone or landscape opportunities that soften the edges between the public and private zones.

The Main Body is a rectangular mass with the long axis approximately one third longer than the short axis. When the short axis of the main body exceeds two-thirds of the length of the long axis, the roof should be a hip roof in lieu of a gable roof.

BASIC FORMS:

Georgian homes typically have the long axis parallel with the street without a major porch element added to the façade, but do include side wing porches. There are many variants to this style that allow all types of entry and porch conditions.

Greek Revival homes typically have the short axis parallel to the street with an additive portico or a two story with the main body roof integral with the porch.

BAY SPACING:

The main body mass is dissected into three or five implied bays. Window, entry, and column elements work within these implied bays. Main bodies 22'-0" through 32'-0" will have three equal bays. Main bodies 32'-0" through 40'-0" will have five bays, where the center bay varies in size.

ROOFS:

One or two story gable or hip roofs
Georgian: 7:12 to 10:12 pitch
Greek Revival: 6:12 to 8:12 pitch

CEILING HEIGHTS:

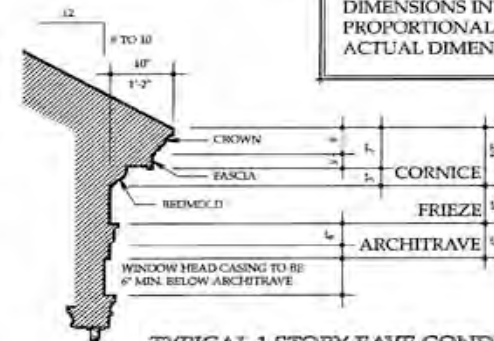
First floor: 10'-0" to 11'-0"
Second floor: 9'-0" to 10'-0"

FINISH FLOOR ELEVATION:

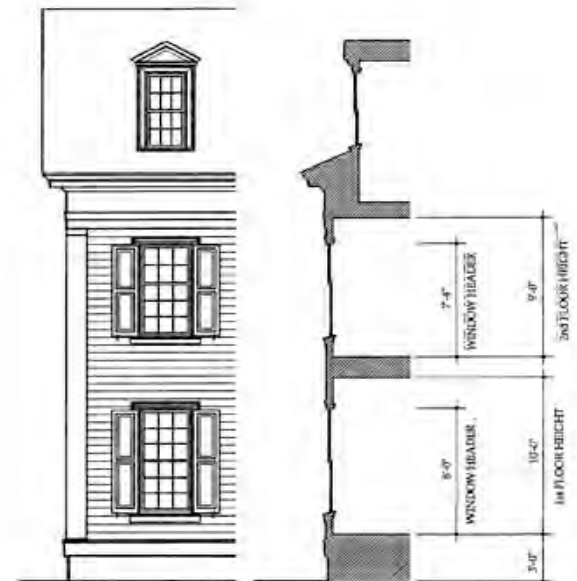
3-4' above grade

SIDE WINGS:

Smaller than the main body
Roofs are of equal pitch or flat



TYPICAL 1 STORY EAVE CONDITION



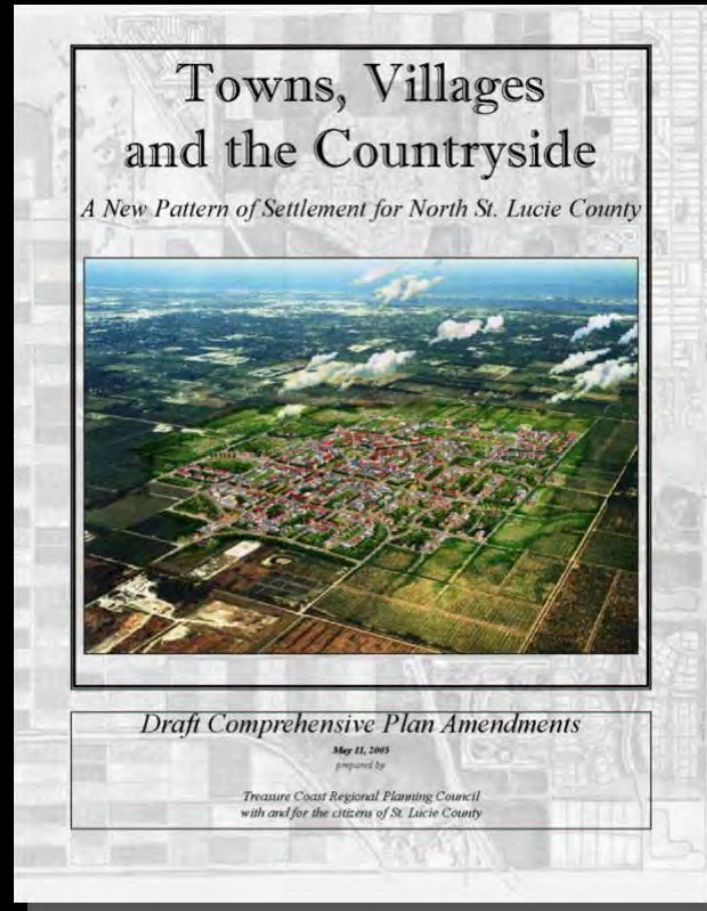
TYPICAL 2 STORY SECTION

FOUR-STAGE PROCESS

1. Base Reuse Plan
2. Business and Development Plan
3. Urban Design Vision Plan
4. Selection of a development team

DESIGN GUIDELINES

TOWNS, VILLAGES AND COUNTRYSIDE (TVC)



Creating Policy with the Public (www.tcrpc.org)

The TVC Area

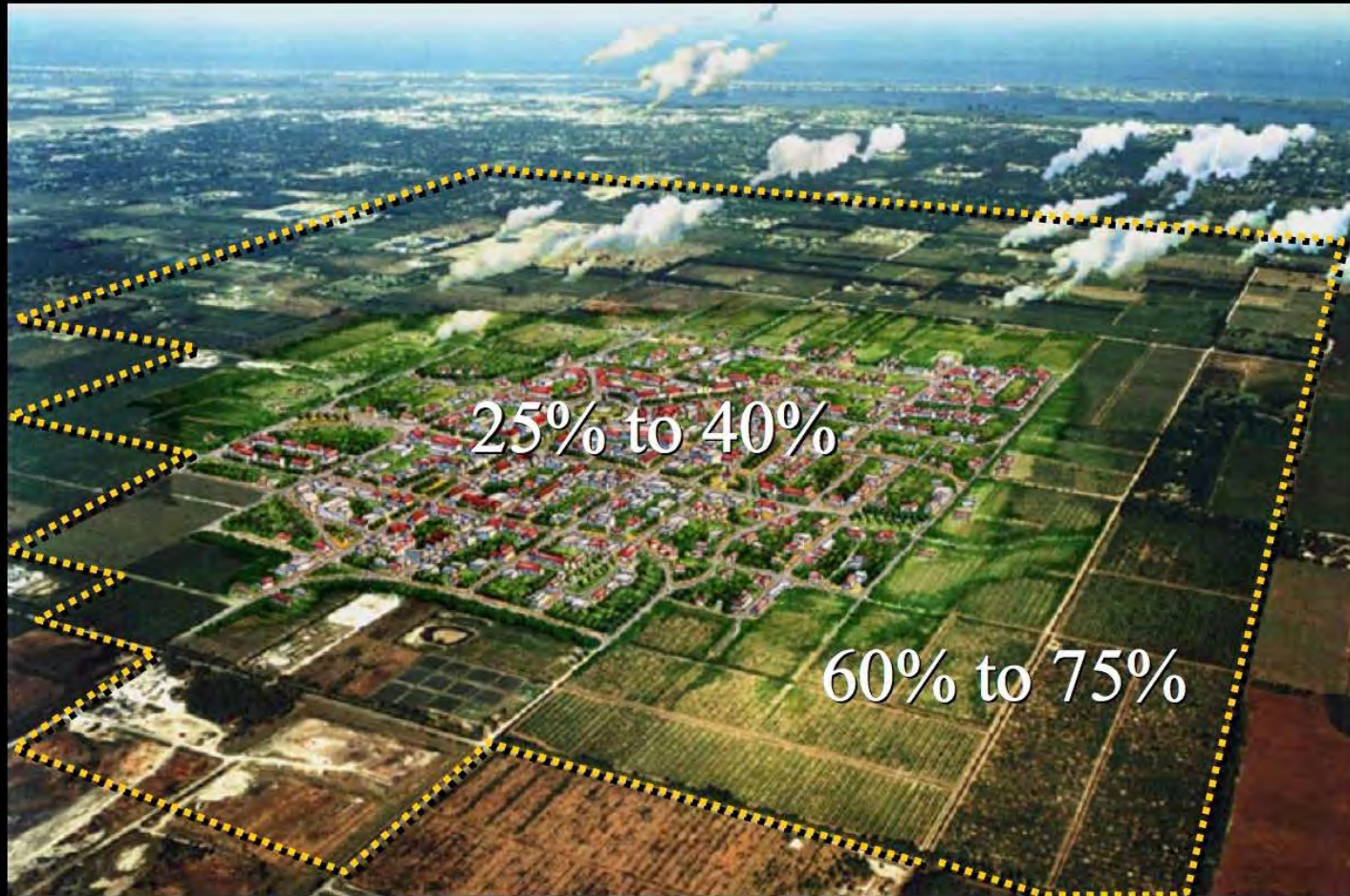


The Citizens' Vision



Striking A Balance

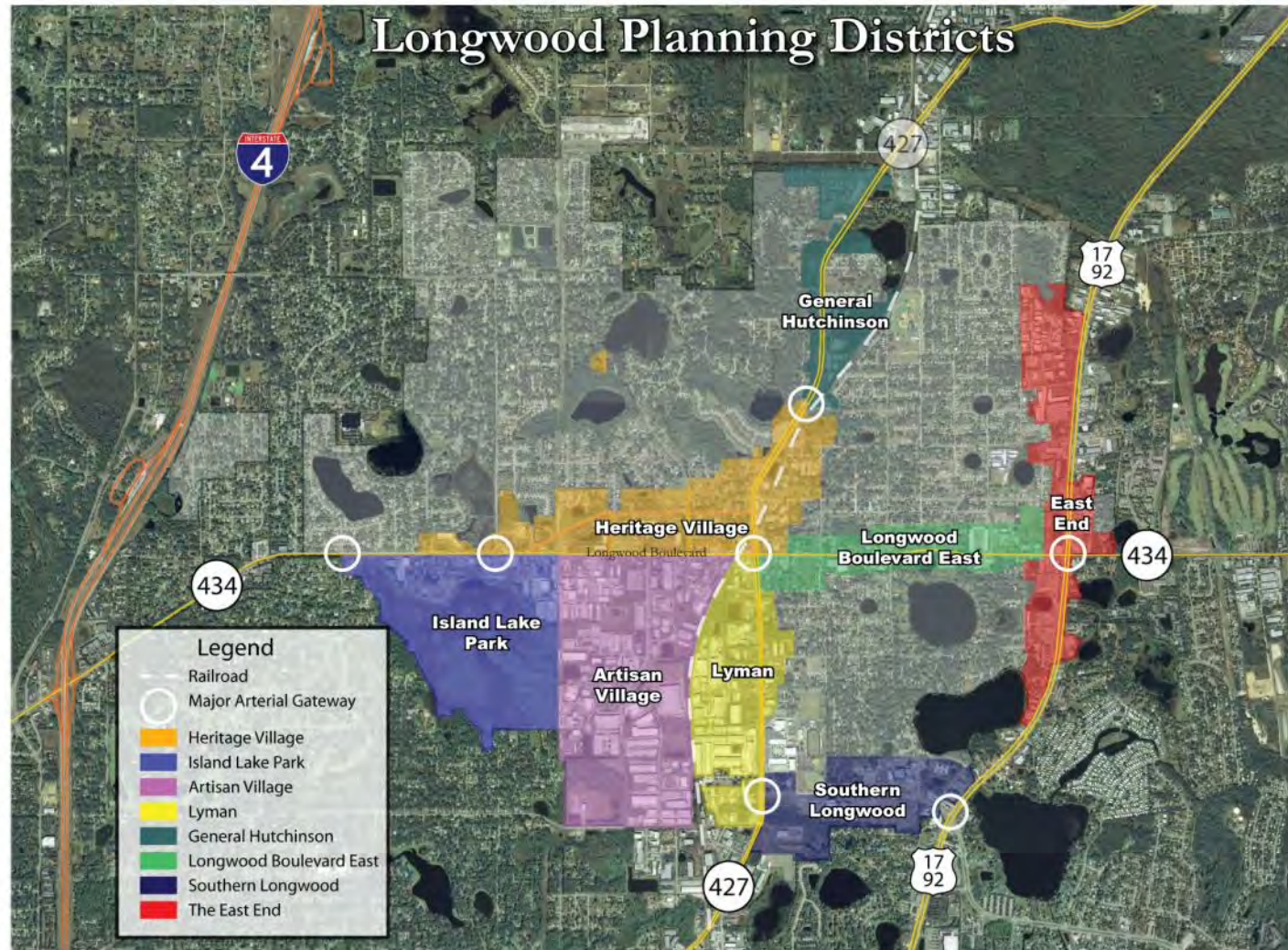
Guaranteed Open Space



Open Space and the Countryside: The “C” in TVC



City of Longwood Vision Framework



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City of Longwood Vision Framework

The Island Lake Park District (Mixed-Use Condition) Guiding Principles

Building Function: see Building Function Table (page 2)

Building Massing & Composition

Height:
■ 2 Stories Min, 4 Stories Max

Building Placement on Site (Setback from Property Line)

Front:
■ 0' to 15' max range is provided to accomplish desired street section.

Side:
■ 0' min for bar (or liner) buildings along arterial road if buildings are to be attached.
■ 20' min for buildings other than primary buildings fronting arterial roads.

Rear:
■ 20' min typical.

Connectivity:
■ Where possible, provide cross-access and minimize curb cuts.
■ Provide pedestrian access from neighborhoods.

Floor Area Ratio (F.A.R.): see Comprehensive Plan
Impervious Surface Ratio (I.S.R.): see Comprehensive Plan

Buffering:

- 20' min from back side of buildings.
- If the building is treated as 2-sided, then the buffering becomes a street condition.
- see Longwood Development Code.

Sidewalks:

*These widths may vary depending on design.

- 10'-15' promenade adjacent to buildings along Longwood Boulevard (see page 13)
- 15'-20' huffer promenade to slip road Longwood Boulevard (see page 13)
- 6'-8' along collector and local streets.

Water Retention: Exfiltration is encouraged.

Parking:

- For Mixed-use projects, see parking (page 2)
- For others, see Longwood Development Code

Streetscape Standards: See Longwood Planning Principles

Architecture:

The Island Lake property along Longwood Boulevard is seen as a great opportunity to create an urban village. The architecture can be similar in style to The West End with the exception that the buildings and placemaking of the space must respond and integrate with the unique, natural setting of Island Lake Park.

The Island Lake Park District

Where Nature meets Urban Cool.
A unique interaction that will provide enjoyable walking environments with dramatic vistas.

Island Lake Park, located on the southwest edge of Longwood has the potential to become a first-class retail destination as well as a beautiful residential community. The intersection of Rangeline Road and S.R. 434 will be the place where urban cool meets nature. A unique interaction of these two environments will provide for enjoyable walking paths and dramatic vistas. Island Lake Park is surrounded on 3 sides by natural wetlands that support native wildlife. It is one of the only remaining examples in Central Florida of this type environment in an urban setting. Few locals are aware of this location because access is limited. Future development and housing on the North and East sides should not only respect the site's current condition, but enhance it by allowing access to all residence to walk and enjoy this oasis. The vision for this district consists of 3 or 4 story mixed-use development with ground floor retail, boardwalks, and promenades. Nature will play a critical role in how the buildings and paths interact with the water and habitat. Island Lake Park will also enjoy a mix of multi-family residential units to support the new mixed-use development.

VISION SUMMARY

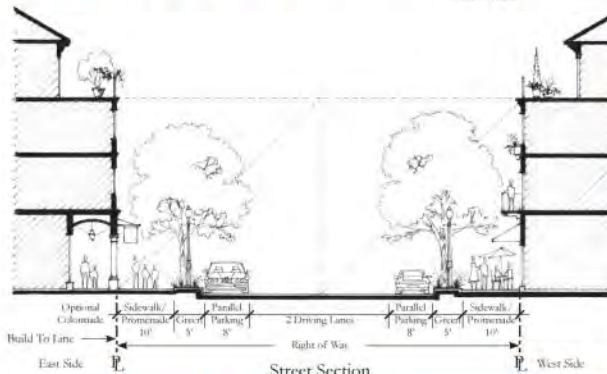
- Retail Destination
- "Urban Cool" meets Nature
- Walkable Paths
- Dramatic Vistas
- Access to the Park



Nature Trails



Longwood District Key Map



Street Section



Quiet Reserve



Village Framing Park



Wetlands

City of Longwood Vision Framework

The Island Lake Park District (Residential Condition) Guiding Principles

Building Function: see Building Function Table (page 2)

Building Massing & Composition:

Height:

- 3 Stories + occupiable lofts max.
- 2 Stories min residential
- 1 Story min for clubhouses

Building Placement on Site (Setback from Property Line):

Front:

- 10' min is adjustable provided a minimum of 10' yard is achieved.

Side:

- 25' min, 30' between buildings.

Rear:

- N/A

NOTE:

- 20' from delineated wetlands, 25' from surface water.

Connectivity:

- Where possible, provide cross-access and minimize curb cuts.
- Provide pedestrian access from neighborhoods.

Floor Area Ratio (F.A.R.):

see Comprehensive Plan

Impervious Surface Ratio (I.S.R.):

see Comprehensive Plan

Buffering:

- provide 50' landscape buffer from The Artisan Village. Connectivity to The Artisan Village is very important.
- see Longwood Development Code.

Sidewalks:

*These widths may vary depending on design.

- 10'-15' promenade adjacent to buildings along Longwood Boulevard (see page 13)
- 15'-20' buffer promenade to slip road Longwood Boulevard (see page 13)
- 6'-8' along collector and local streets.

Water Retention: Exfiltration is encouraged, or water feature pond.

Parking:

- For Mixed-use projects, see parking (page 2)
- For others, see Longwood Development Code

Streetscape Standards: See Longwood Planning Principles

Architecture:

The architecture should be high-quality and residential in style. It should embrace its unique setting and provide maximum connectivity around the site. Large covered balconies, sweeping porches, built-in nature towers, and widow's walks will help engage the building with its natural surroundings.

The Island Lake Park District



Where Nature meets residential.
A unique interaction that will provide enjoyable walking environments with dramatic vistas.

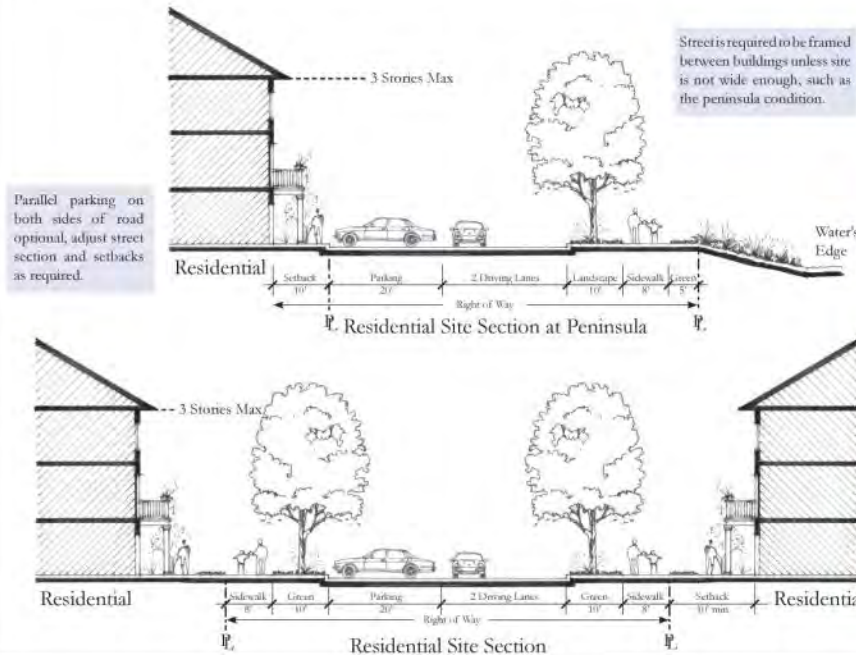


Residential on the Waterfront



Longwood District Key Map

The Residential Area of Island Lake Park is to be a living community that fully embraces and nestles in to its unique landscape. Natural walking paths and pocket parks should provide connectivity between residential buildings.



Parks



Residential Streets



Walking Trails Merge with Nature

City of Longwood Vision Framework

The Heritage Village District (The Transit Village) Guiding Principles

Building Function: see Building Function Table (page 2)

Building Massing & Composition:

Height:

- 2 Stories Min, 4 Stories Max
- Stepback above third floor if fronting Warren
- Building shall be 2-story max on frontage abutting existing residential neighborhood. (see Note 2 below)

Building Placement on Site (Setback from Property Line):

Front:

- 0' to 15' max range is provided to accomplish desired street section.

Side:

- 0' min for bar (or liner) buildings along arterial road if buildings are to be attached.
- 20' min for buildings other than primary buildings fronting arterial roads.
- 0' - 15' depending on row house condition.

Rear:

- 20' min typical.
- 50' min from established residential neighborhood.

NOTE 1: Secondary building frontages shall follow the same criteria as primary, exception for Longwood Row Houses, which would default back to the Row House design with smaller sidewalks and front lawns.

NOTE 2: Buildings on the east side facing existing residential neighborhoods may go up to 4 stories to hide garages but must step back where appropriate to fit into the scale and massing of the neighborhood.

Connectivity:

- Where possible, provide cross-access and minimize curb cuts.
- Provide pedestrian access from neighborhoods.

Floor Area Ratio (F.A.R.):

see Comprehensive Plan

Impervious Surface Ratio (I.S.R.):

see Comprehensive Plan

Buffering:

- The east side, if treated as an urban street condition, does not have the same 50' criteria as The West End.
- see Longwood Development Code.

Sidewalks:

*These widths may vary depending on design.

- 10'-15' arterial, 6'-10' collector, 6'-8' local

Water Retention: Exfiltration is encouraged.

Parking:

- For Mixed-use projects, see parking (page 2)
- For others, see Longwood Development Code

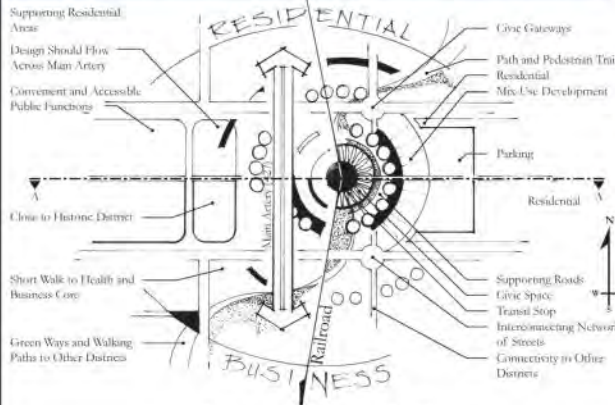
Streetscape Standards: See Longwood Planning Principles

Architecture:

The architecture of The Transit Village has similar characteristics as The West End. The buildings should act as a backdrop to the transit station, helping to frame it as an important civic place.

- The center should be well served and integrated into the network of streets, bicycle, and pedestrian routes.
- Provide a mix of retail, restaurants, and residential. Land uses are encouraged to be mixed vertically as well as horizontally. Provide housing or offices above retail with parking in the rear.
- Residential development in the area will add to the overall vitality of the area, providing a close-in customer base for commercial uses and residential population within steps of the transit station.

- The transit village should be thought of as a pebble in the pond with concentric rings radiating outward. The station will be the heart of the activity and the rings will be the supporting functions buttressing the transit stop.
- The transit village will be predominantly a commercial center with complementary higher-density residential development, park areas, and civic spaces.
- The transit village will provide a critical mass.



Future Transit Village Abstract Planning Diagram

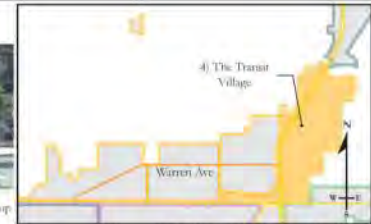


Longwood Design Guidebook
City of Longwood, Florida

May 21, 2007

The Future Transit Village

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4) The Future Transit Village

The future transit village will be the catalyst for the future of the town by providing a critical mass from which concentric rings of Mixed-Use projects will provide walkable environments for the citizens and visitors.



Mixed Use Residential / Retail / Civic Planning Transit

Special Area Plan

Transit Station at Heritage Village

Station as Home



Celebrating Destination



Community Engagement



Legend

- | | | |
|------------------------------|----------------------------|--------------------------------|
| 1) Transit Station Platform | 6) New Live-Work-Shop | 11) New Private Development |
| 2) Kiss-and-Ride Plaza | 7) New Station Retail | 12) Enhanced Retention Ponds |
| 3) Transit Parking Lot | 8) New Public Park | 13) New City Public Works Site |
| 4) Transit Parking Pond/Park | 9) City Water Tower / Tank | 14) Historic District |
| 5) Public On-Street Parking | 10) Historic Buildings | 15) Heritage Walk |



FORA Design Principle 1

Create a unique identity for the new community around the educational institutions



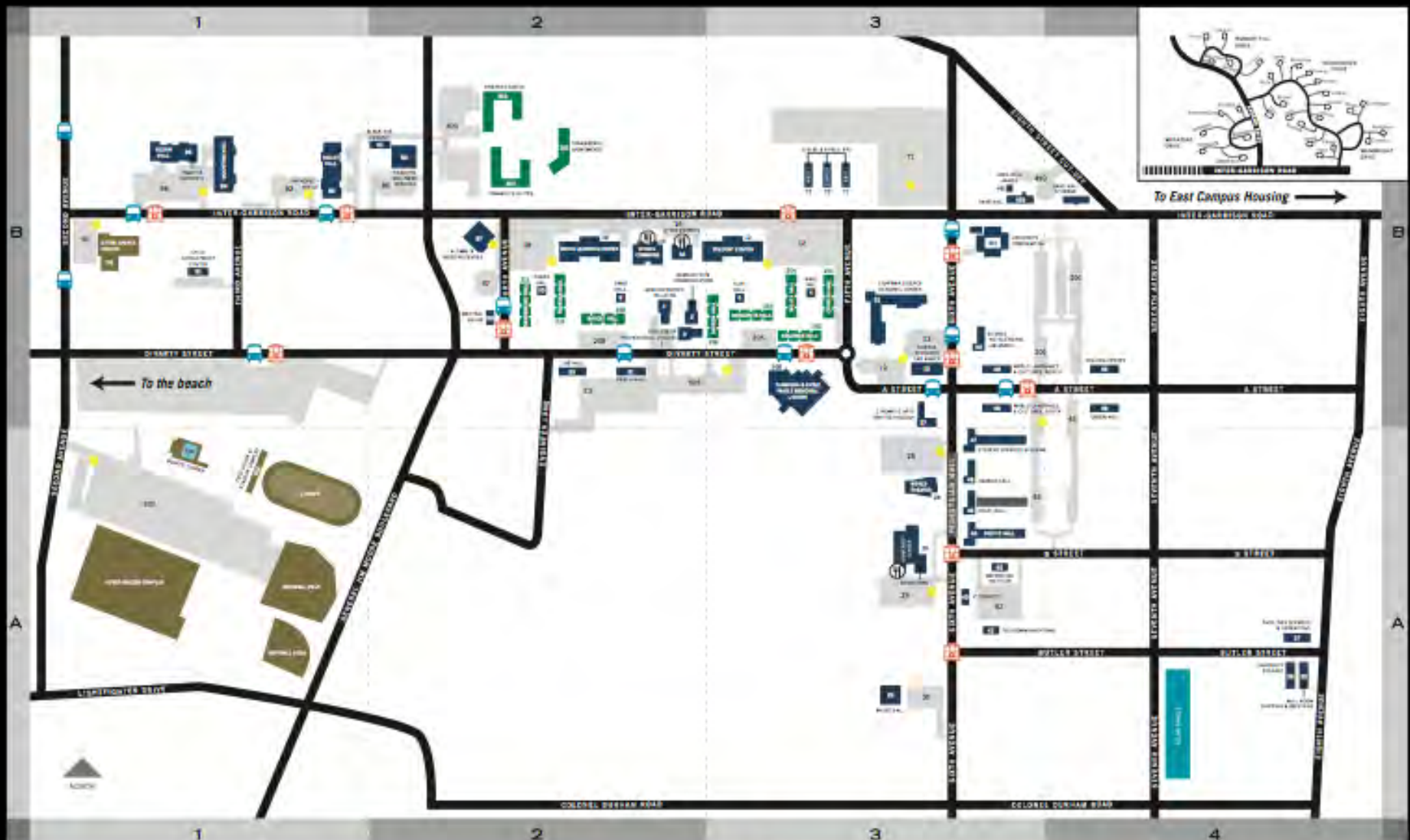
FORA Design Principle 1

Create a unique identity for the new community around the educational institutions



“Under the 1998 Master Plan existing scenario, uses were so spread out that students need to drive between classes in order to be on time. This creates a perceived need for more parking and lessens pedestrian interaction on campus.”

CAMPUS LAND USE PLAN → COLLEGE TOWN PLAN



- | | | |
|----------------------------------|---------------------|-----------------|
| ADMIN / INSTRUCTIONAL / SERVICES | SPORTS & RECREATION | RESIDENCE HALLS |
| OTTER TROLLEY SHUTTLE STOP | MST BUS STOP | FOOD |

IMPORTANT NOTE: We would feel awful if you got a ticket while visiting, so please pay attention to our parking regulations! You must purchase a parking permit for \$1.00 per hour or \$4.00 for the day (cash, Visa and Mastercard accepted). Dispensers marked in yellow.

CAMPUS → COLLEGE TOWN



From the beginning Olmsted argued against Stanford's desire for a campus that replicated a New England college, elm trees, lawn, and all in the California climate. Such an arrangement would be expensive to irrigate, Olmsted warned, and almost surely would fail to be properly maintained.

There must be a compact arrangement, especially at the center of campus... Planted areas should also be few and compact: for precedent he pointed to the fore-court of St. Peter's Basilica at the Vatican, where there was "not a tree, nor a bush, nor a particle of turf."

- Olmsted, Sr. concerning the Leland Stanford Junior University Plan of Central Premises 1888, pp. 132-133

CAMPUS → COLLEGE TOWN



UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Santa Cruz, California (Founded 1965)

POPULATION : Undergraduate — 10,869

Graduate — 994 Total Student Population — 11,863

Faculty — 434 Staff — 3,319

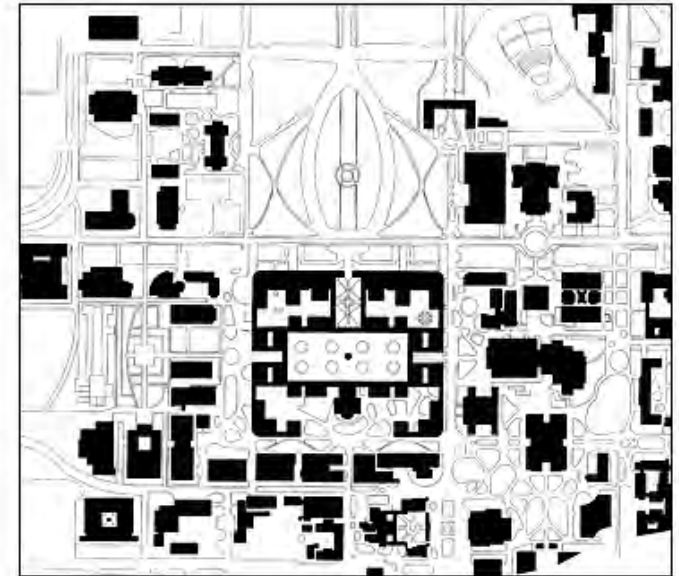
Total Campus Population — 15,616

ON-CAMPUS HOUSING : Undergrad — 5,148

Graduate/Married — 279 Faculty — 50

LAND USE : Buildings — 4,000,000 gsf

Land — 2,950 acres Parking — 5,740 spaces



STANFORD UNIVERSITY

Stanford, California (Founded 1885)

POPULATION : Undergraduate — 6,591

Graduate — 7,553 Total Student Population — 14,144

Faculty — 1,337 Staff — 8,029

Total Campus Population — 23,510

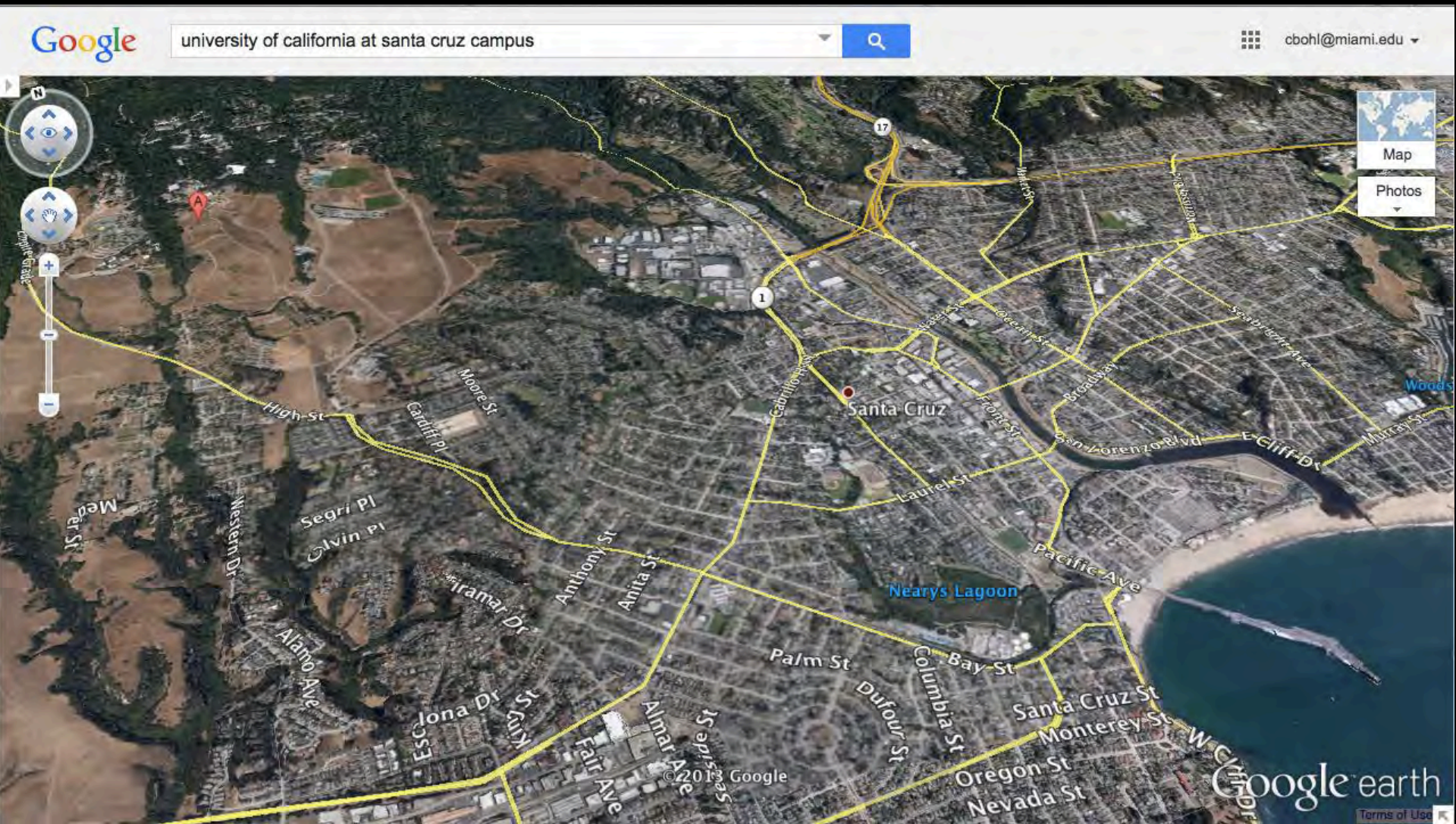
ON-CAMPUS HOUSING : Undergrad — 5,904

Graduate/Married — 3,468 Faculty — 991

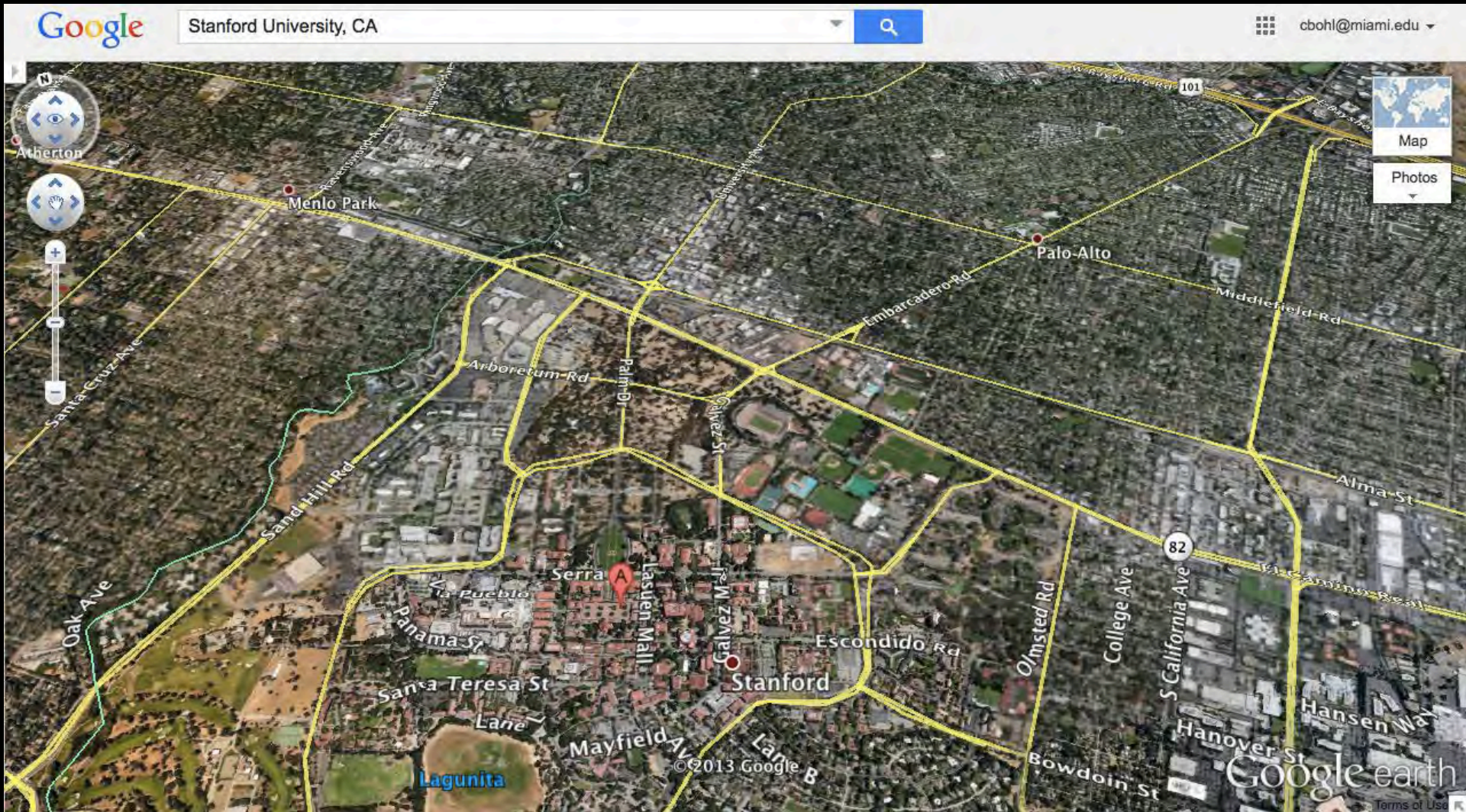
LAND USE : Buildings — 11,700,000 gsf

Land — 8,100 acres Parking — 19,361 spaces

CAMPUS → COLLEGE TOWN



CAMPUS → COLLEGE TOWN



CAMPUS → COLLEGE TOWN



CAMPUS → COLLEGE TOWN



CAMPUS → COLLEGE TOWN



Leadership for Community Building

“...a decision about the physical design of a city will influence the city and its people for generations.”

Design and the American Mayor



Joseph Riley
Mayor of Charleston,
South Carolina

Stewardship



The Duluth Charrette Stewardship Group at at December 2005 meeting.

IMPLEMENTING DESIGN GUIDELINES

URBAN DESIGN CENTERS



KNIGHT PROGRAM
IN COMMUNITY BUILDING
<http://www.arc.miami.edu/knight/>

Community Design Centers Backgrounder

Community design centers have sprouted up all across the country. Many are at, or associated with, universities – located either on or off campus – and serve as resources for the public. Some are under the auspices of a city or county government, a community development organization, operate as their own nonprofit organization, are part of a private design firm or have ties to a local office of the American Institute of Architects. One Web site (<http://www.designcorps.org/cdc.html>) lists 47 U.S. design centers.

These centers can be divided into two categories: 1) those that provide volunteer assistance and focus on initial designs; 2) those that have operational arms that participate in development activities.

The community design center movement began in the late 1960s and early 1970s with centers initially focused on revitalizing low-income neighborhoods. "Activists, organizers advocates facilitators, and interventionists with planning and architectural design as a nonprofit vehicle for resolving issues of community preferred alternatives to the Association for Community Development ([support_docs/History.pdf](#)). Today economically disadvantaged

- Mike Busha, Executive Director, Treasure Coast Regional Planning Council
- Michael Maher, Director, City of Charleston Civic Design Center
- Mark Schimmenti, Univ. of Tennessee-Knoxville, Former Design Director for the Nashville Civic Design Center
- TK Davis, Design Director, Nashville Civic Design Center



City Planning



- ▶ Mayor
- ▶ City Council
- ▶ Agendas/ Minutes
- ▶ City Services
- ▶ Permits & Licenses
- ▶ Police
- ▶ Fire
- ▶ News
- ▶ Centroplex
- ▶ Economic Development

Baldwin Park / N History

From World War II until Baldwin Park was used as an Orlando Army Air Station, the area included an area much larger than the Naval Training Center. The area also included areas now known as the neighborhood, the Fairbanks, and other surrounding areas. The Orlando Executive Air

Selecting a Development Team for the NTC Main Base

With a clear vision in mind, the City now sought a development team that would understand and implement that vision. Four nationally recognized development teams were short-listed for simultaneous negotiations. The four teams included such national developers as Post Properties, Pulte Home Corp., Haile Plantation Group, The Arvida Company, The Rouse Company, WCI Communities and Cali Realty Corp.

During this period, City staff actually became a part of each of the four development teams; allowing City staff to work with each team, improving the quality of the submissions and explaining the community's objectives. This kept the competition keen and resulted in four very strong redevelopment proposals; any of which, when developed, would achieve the community's redevelopment objectives.

CREATING VALUE

PLACEMAKING AND COMMUNITY BUILDING FOR ENDURING COMMUNITIES



PANEL 4: DESIGN GUIDELINES AS ECONOMIC CATALYST

Creating Value: Placemaking & Community Building for Enduring Communities

Dr. Charles C. Bohl

*Assoc. Prof/Director, Real Estate Development + Urbanism Program,
University of Miami's School of Architecture*



California State University
MONTEREY BAY
Extraordinary Opportunity





DEMOLITION

- 256 structures
- 4.5 million sq ft
- 25 miles of roads
- 200 miles of utilities
- 400,000 man hours



Oct 2001





BALDWIN PARK®

The Environment

Trees, Lakes & Parks

BALDWIN PARK®



BALDWIN PARK®



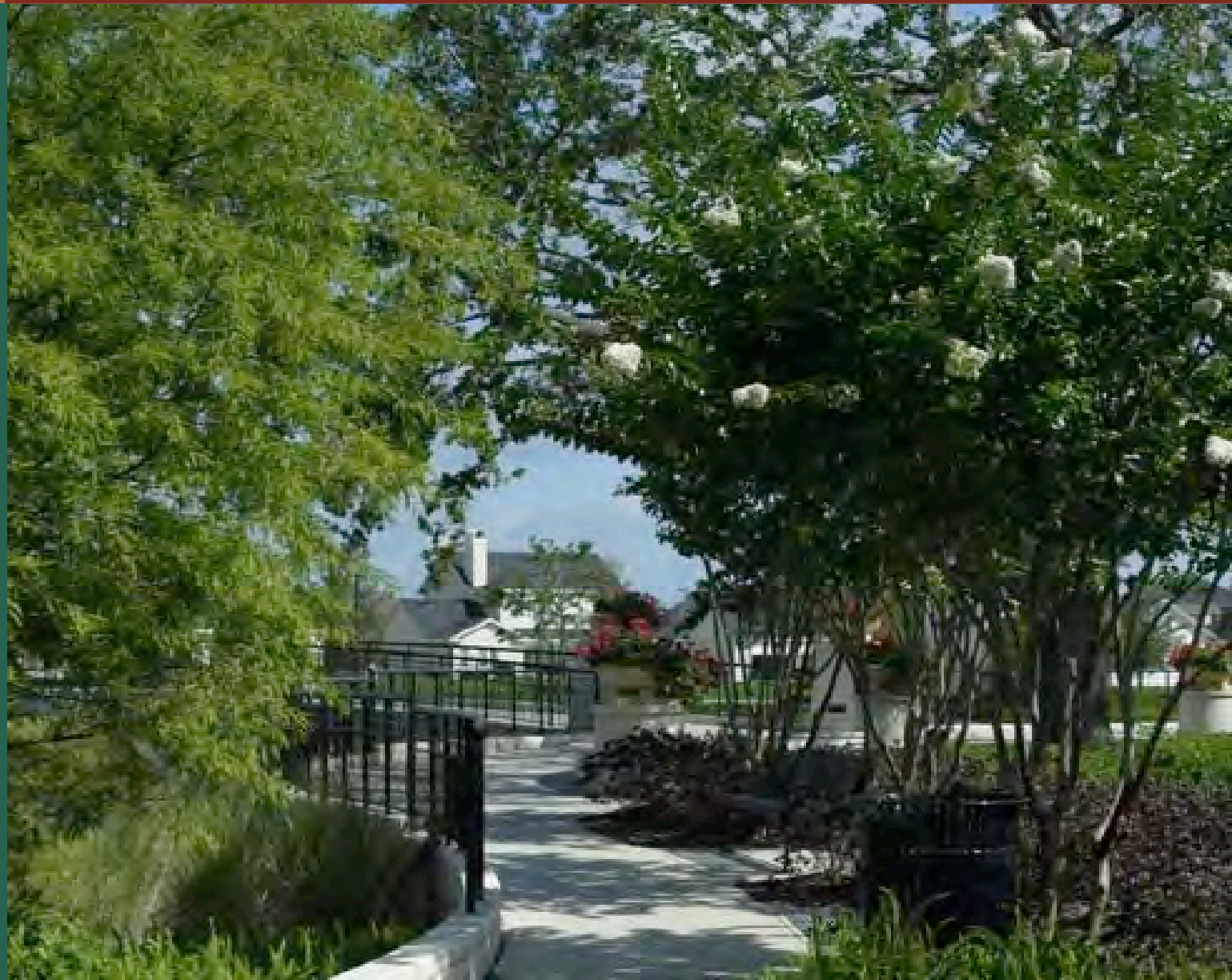




BALDWIN PARK®



BALDWIN PARK®

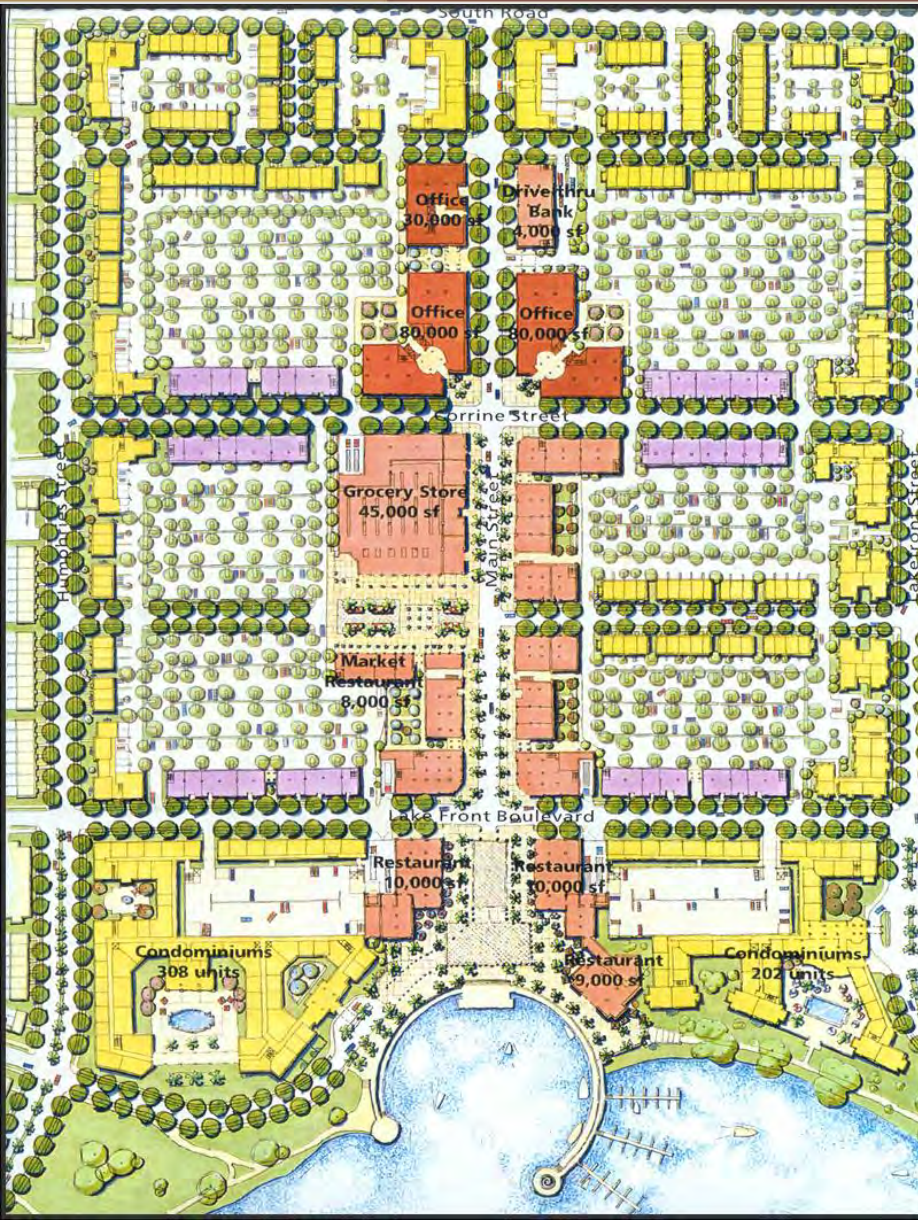


BALDWIN PARK®



Village Center

- Retail – 180,000 sf
- Restaurants – 40,000 sf
- Freestanding Apts – 334
- Above Retail Apts – 189
- Office – 208,000 sf
- City Homes –
- Live/Work –
- Waterfront Condos -



BALDWIN PARK®



BALDWIN PARK®



BALDWIN PARK®



BALDWIN PARK®



BALDWIN PARK®

Residential

Homes, Condos, & Apartments



BALDWIN PARK®





Single Family Homes

- 11 builders, 250 plans
- 8 home types
 - ▷ Grand Custom Homes
 - ▷ Executive Custom Homes
 - ▷ Manor Homes
 - ▷ Village Homes
 - ▷ Park Homes
 - ▷ Cottage Homes
 - ▷ Garden Homes
 - ▷ Bungalow Homes



Multi-Family For Sale

- 5 builders
- 6 home types
 - ▷ 28' Townhomes
 - ▷ 22' Townhomes
 - ▷ City Homes
 - ▷ Neighborhood Condos
 - ▷ Waterfront Condos
 - ▷ Live/Work Homes



Rental Apartments

- Multiple builders
- 1-4 bedrooms
 - ▷ Stacked flats
 - ▷ Townhomes
 - ▷ Lofts
 - ▷ Over retail
- Shared Amenities

Google



cbohl@miami.edu



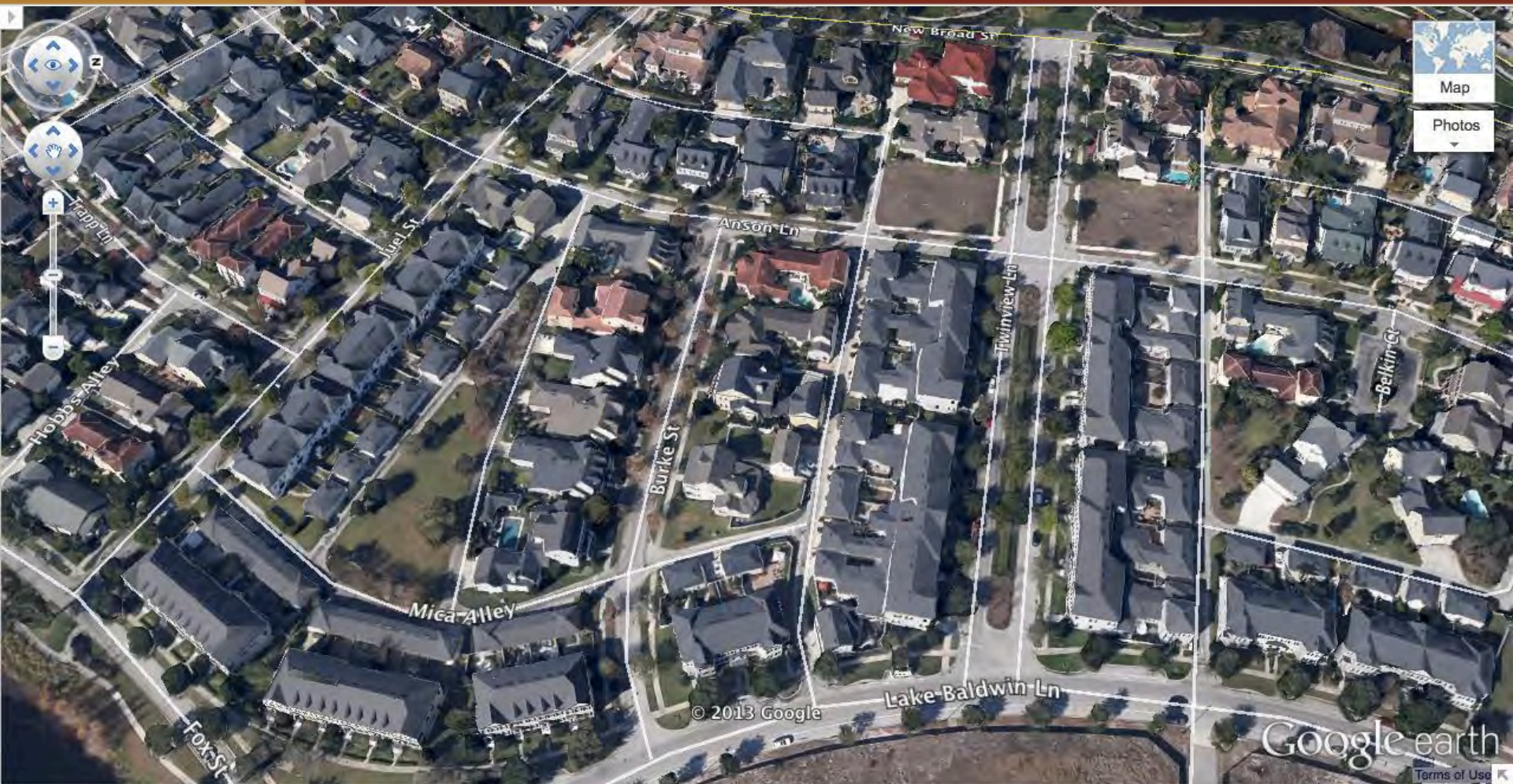
Google



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