

Managing neighborhood growth and change for community benefit

Braddock Metro Neighborhood Plan Town Meeting

September 24, 2007

David Dixon FAIA Goody Clancy

David.dixon@goodyclancy.com



Learning to love traditional neighborhoods again



Not all visions represent progress



Nor is the past necessarily a vision for the future



A changing America sets the stage for a new generation of community building...



AGENDA

- A changing America
- A new economic equation...
- ...fueling a new generation of community building in the midst of diversity
- Community building toolbox (i.e. the Braddock process moving forward)
- Goody Clancy



Park Heights revitalization strategy, Baltimore

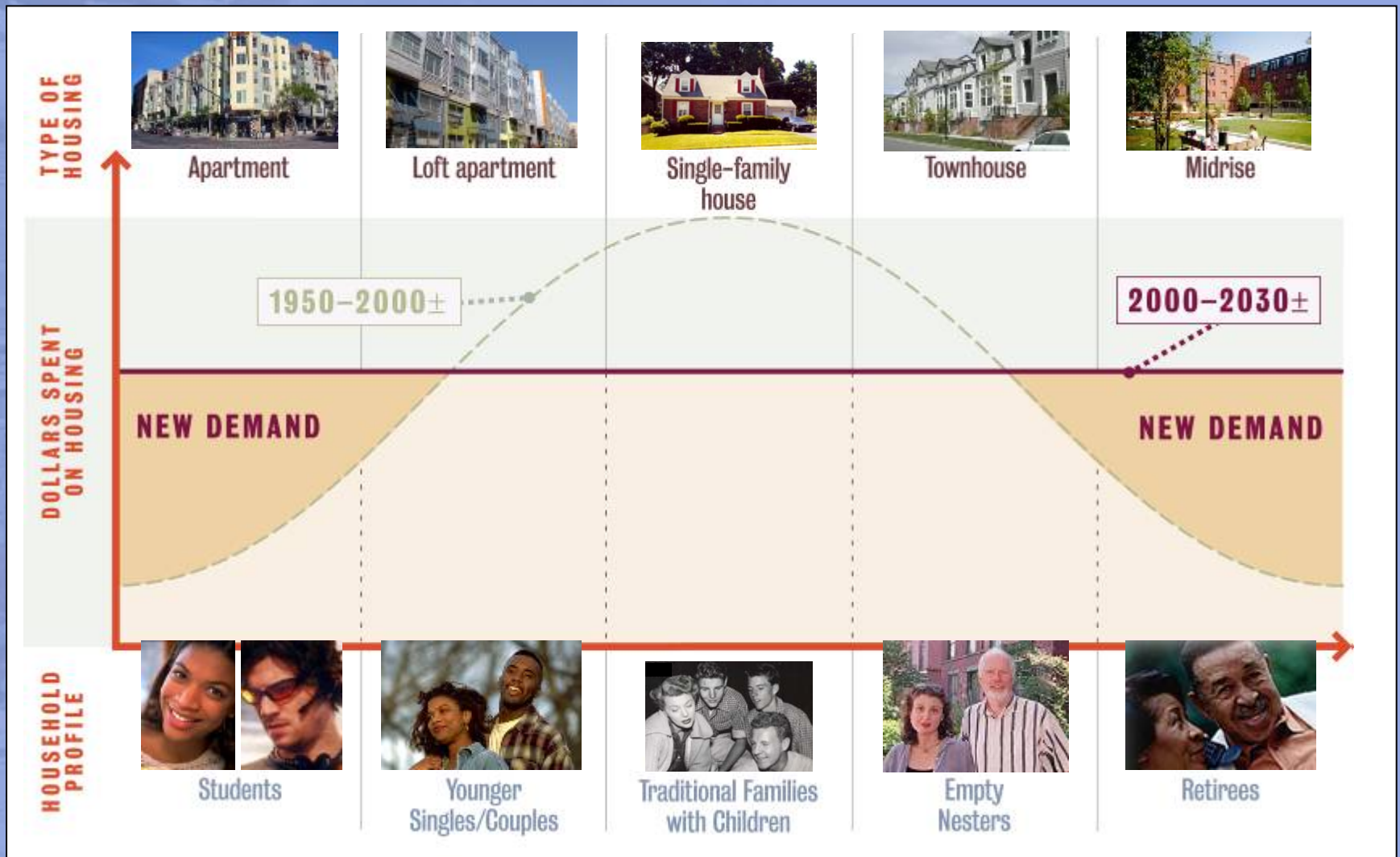
Changing America



The demographics of housing demand have changed dramatically: 1950s-90s...



...today



Increased diversity extends beyond age and race

- Married couple with children –less than 25 percent of American households.
- Traditional (one-worker) family – less than 15 percent of American households.



...far beyond

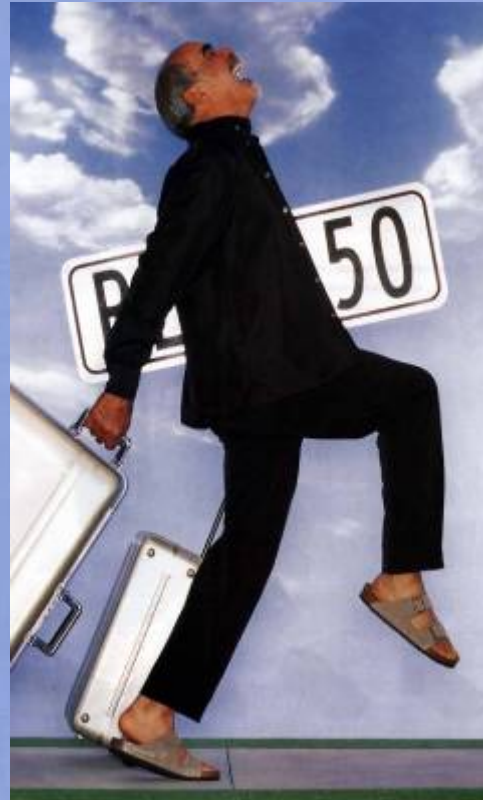
- Non-family households now outnumber traditional families in the suburbs.
- More than two million grandparents are raising their grandchildren.
- 9 percent of home purchases made by single men.
- ...21 percent by single women.
- More than five million households contain unmarried couples (up 66% since 1990).
- 20 percent aged 30 to 40 foreign born



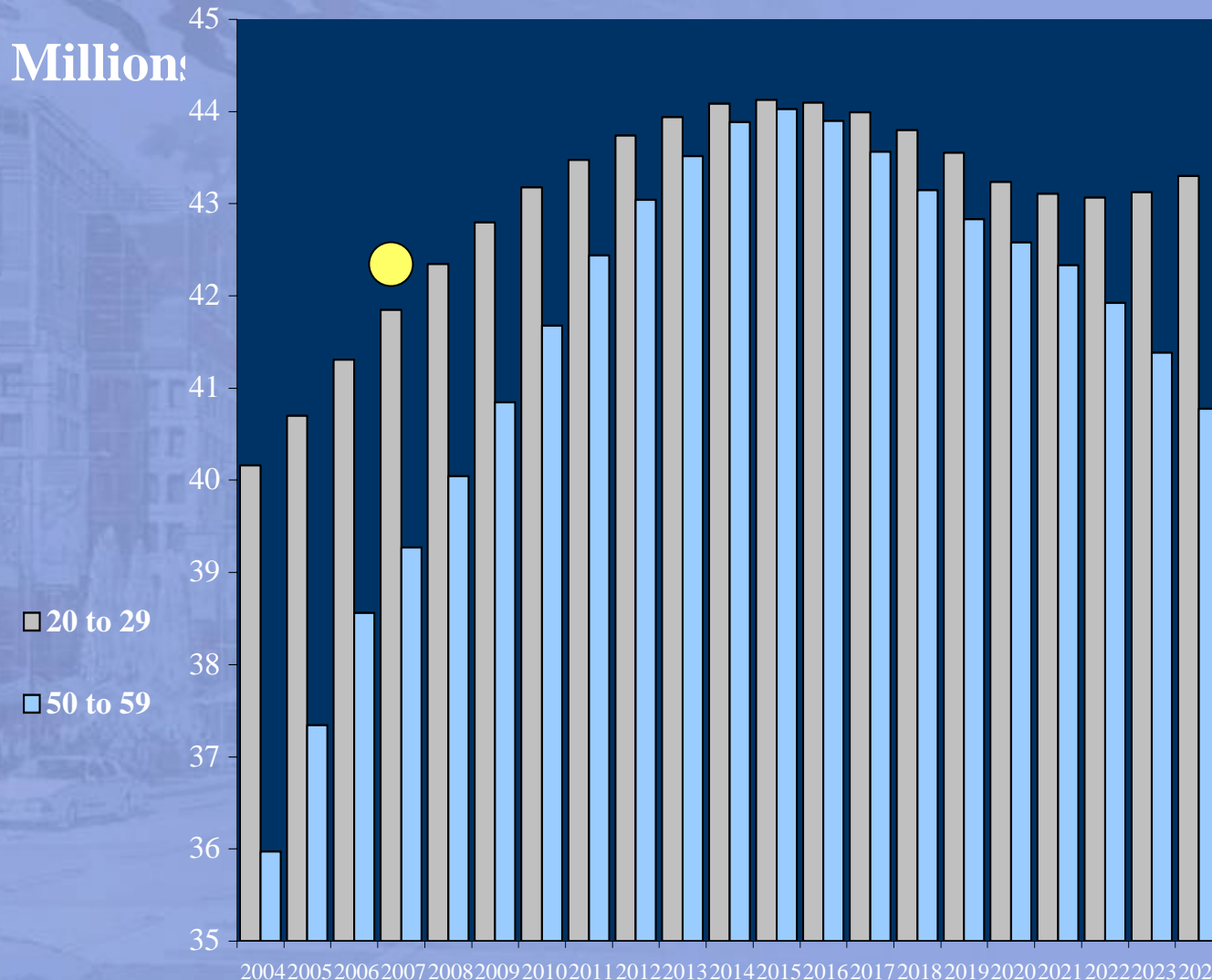
Information from
Laurie Volk,
Zimmerman/Volk

Baby boomers and millennials represent a powerful market force

- The Baby Boom—82 Million 1946-1964
- The Millennials—78 Million 1977-1996



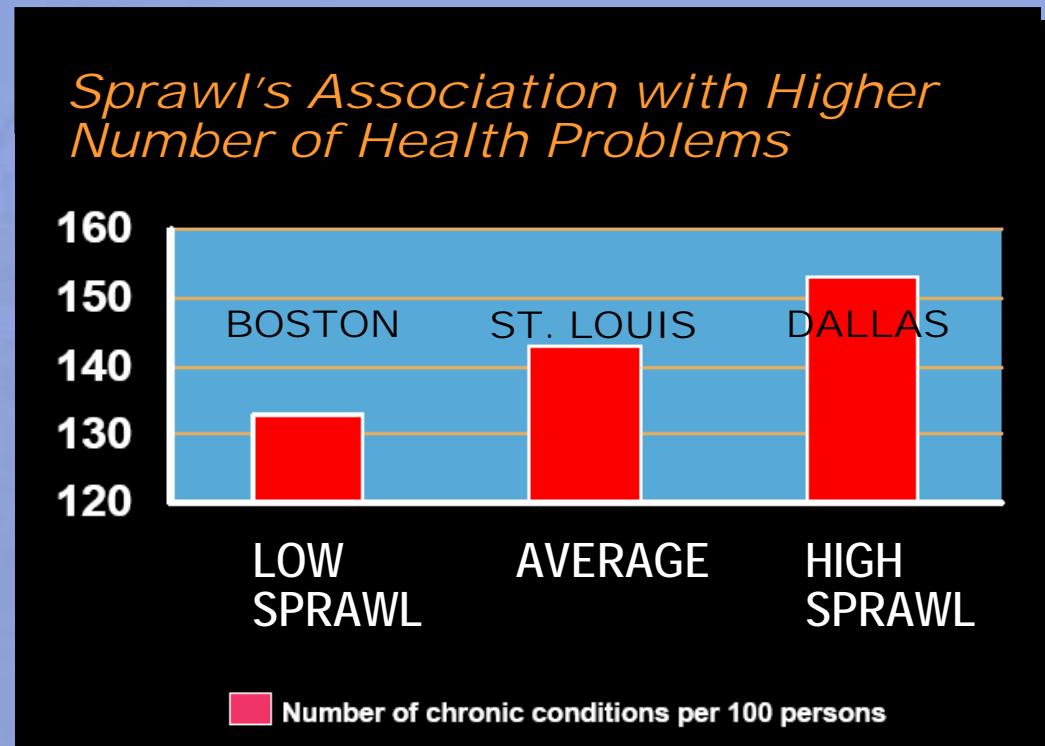
Convergence: baby boomers and millennials—2004 to 2024



Information from
Laurie Volk,
Zimmerman/Volk

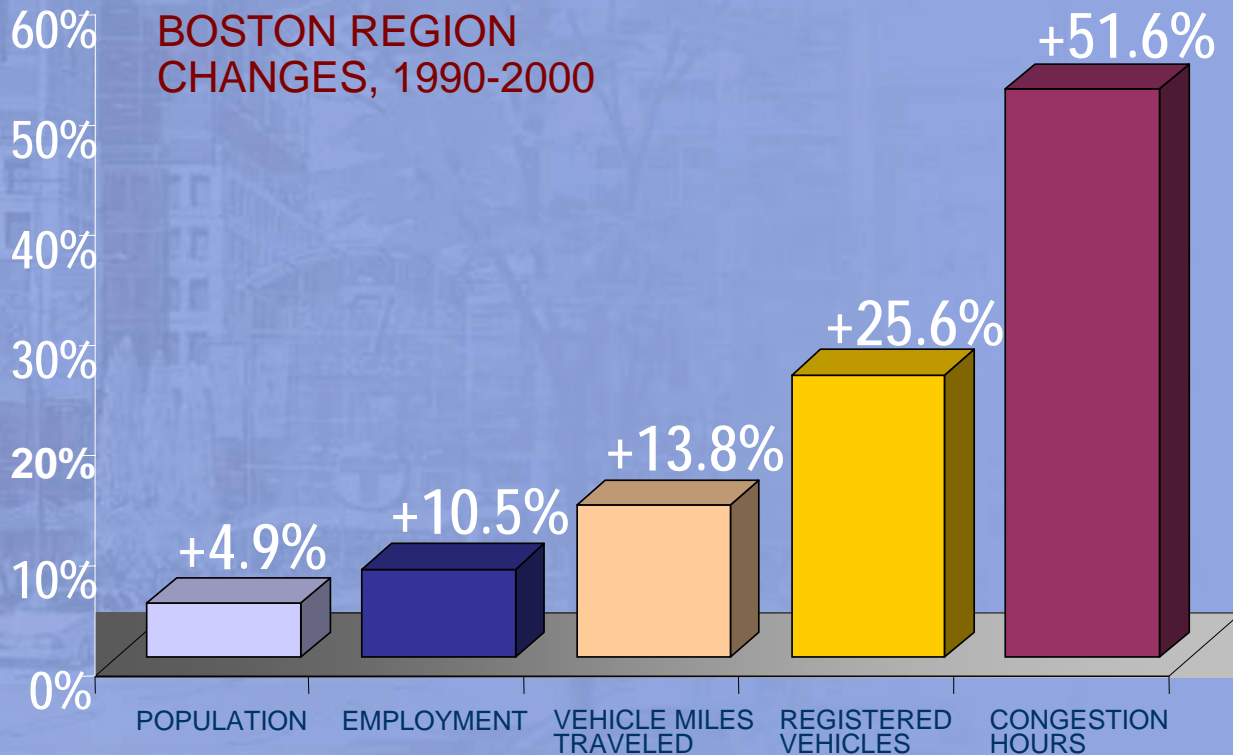
A growing awareness that compact communities are healthier

- CDC: Denser communities have less obesity, diabetes, high blood pressure
- According to a recent national health survey, sprawl and low density correlate more highly with reduced health than...
 - race
 - reducing income by 50%



CHANGING VALUES: congestion is now viewed as undermining quality of life

Average commuter today spends more than an entire workweek per year stuck in traffic. —TEXAS TRANSPORTATION INSTITUTE



The Boston Globe reported that more than 75% polled now report that a shorter commute would be a primary factor in choosing a next house

...and our kids no longer attend the same schools

60% of Children walked to school in 1973...



...NOW only **13%** do. Metropolis October 2006

...and auto-oriented communities are viewed less as safe havens

- When traffic fatalities + violent crime are combined, residents are 20% more likely to die in the suburbs than urban centers
- Manhattan...yes Manhattan... is the healthiest community in America

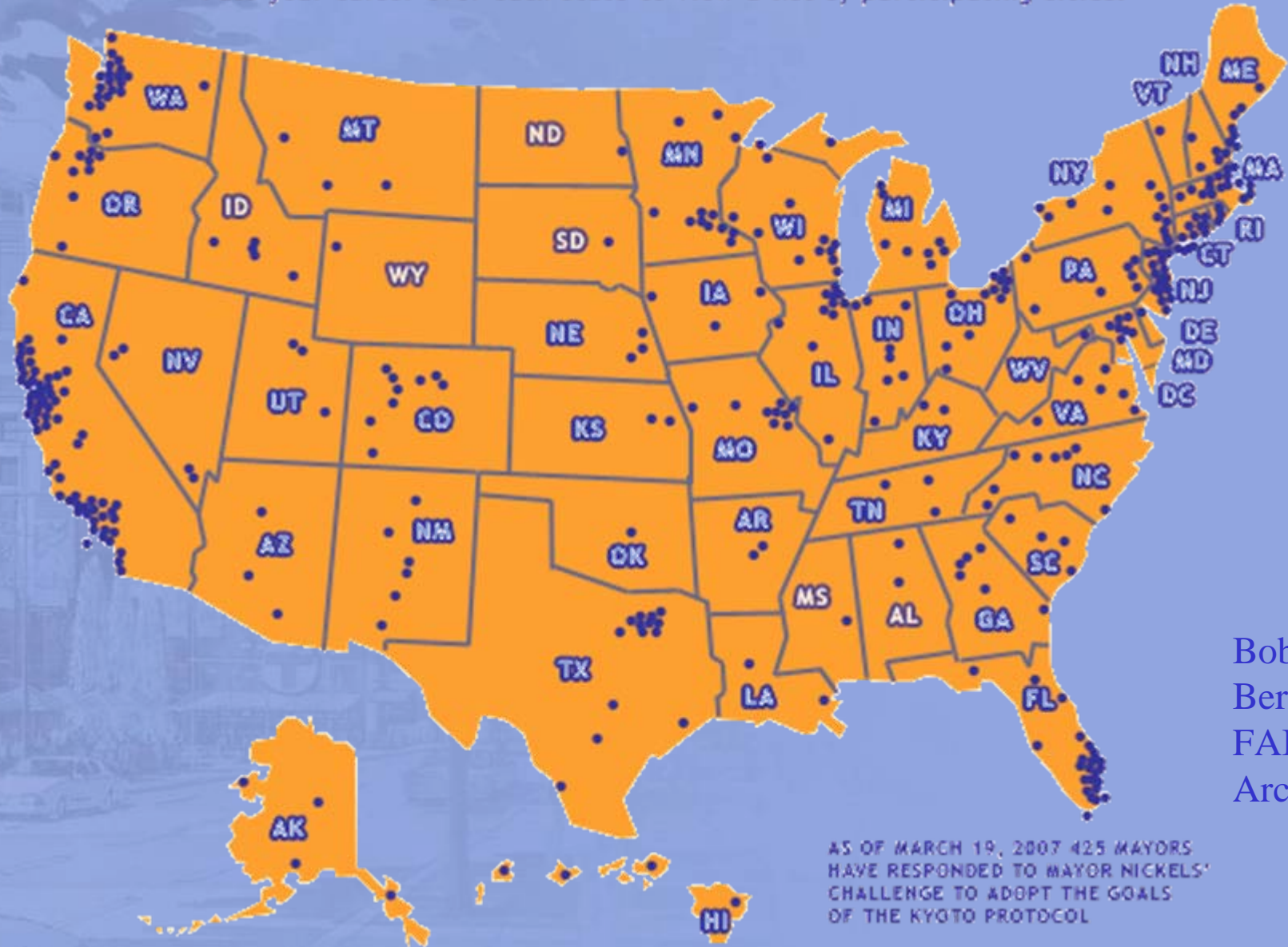


**Sustainability has
become personal**



Mayors are committing to green building

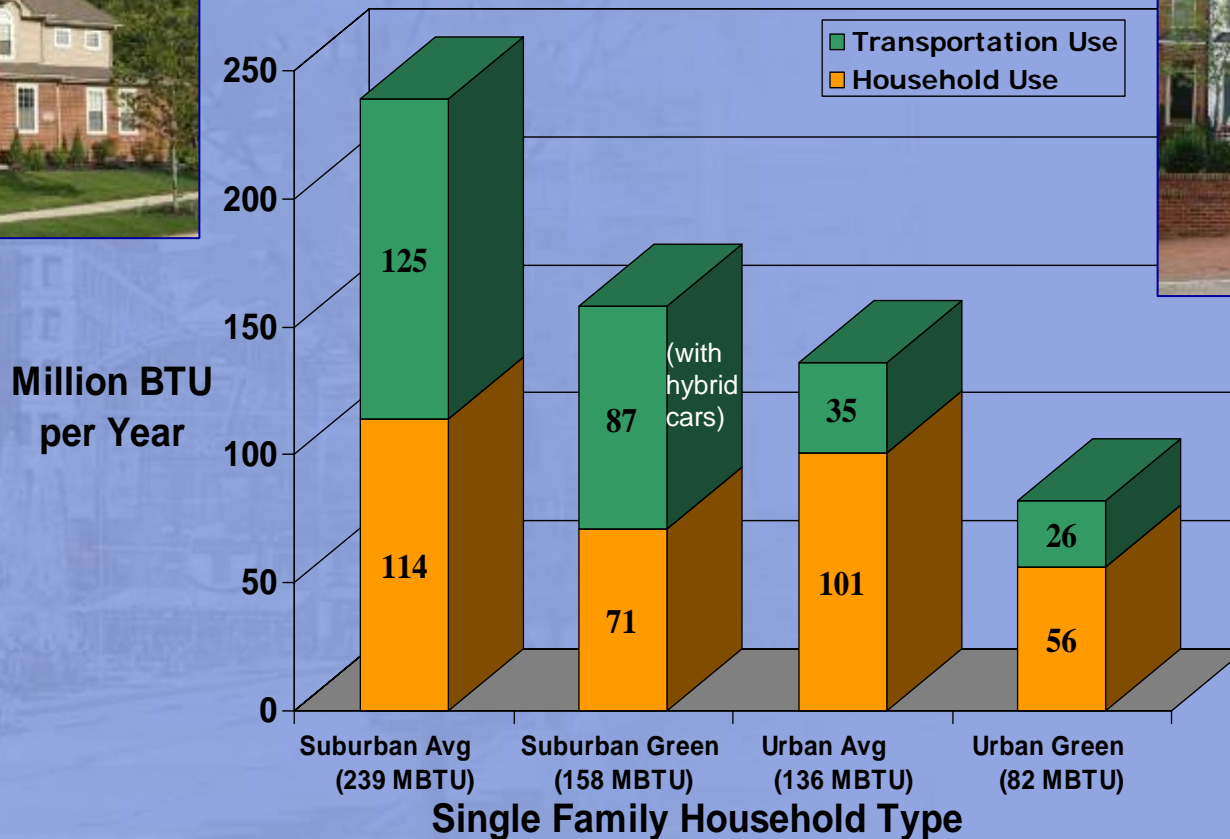
Pass your cursor over each state to view a list of participating cities.



Bob
Berkebile,
FAIA BNIM
Architects

AS OF MARCH 19, 2007 425 MAYORS
HAVE RESPONDED TO MAYOR NICKELS'
CHALLENGE TO ADOPT THE GOALS
OF THE KYOTO PROTOCOL

Sustainability requires a commitment to green building...and planning



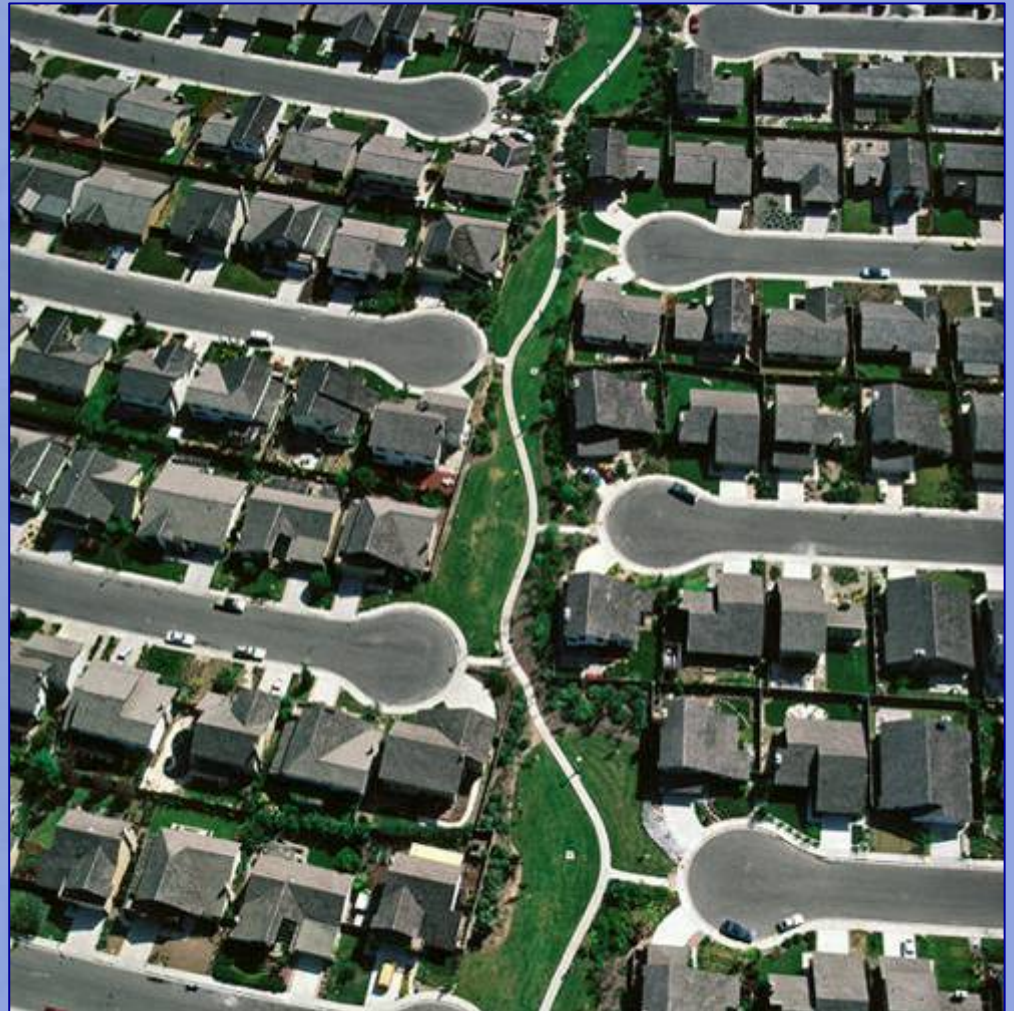
A NEW ECONOMIC EQUATION



Braddock Metro Center

Sprawl has become too expensive

- Urbanized land grew 400% faster than population, 1950-90
- Lincoln Institute—northeast states can save \$25 billion with more compact development over the next 25 years
- Denser communities use less energy: Manhattan uses least per capita of any U.S. city



Cul-de-sac dominated sprawl

Lively walkable neighborhoods build regional economic competitiveness

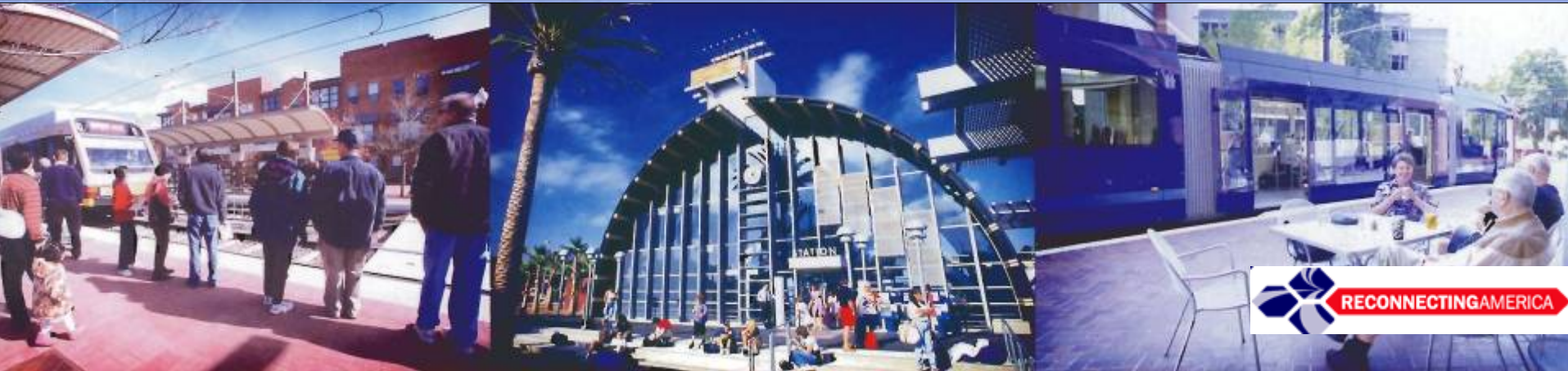
- Peter Kwass: “Jobs now follow people who can do the jobs...”
- “Creative class”—urban neighborhood amenities attract employees in high-tech and similar industries
- Almost no state or city can support the costs of sprawl today



Mixed-use neighborhoods attract the people who attract jobs and investment to a region

Increasing demand for housing that supports alternatives to the car

- 71% of older households want to be within walking distance of transit.
- By 2025, 14.6 million households are expected to want housing within a half-mile of fixed-guideway transit.



...and a willingness to own fewer cars

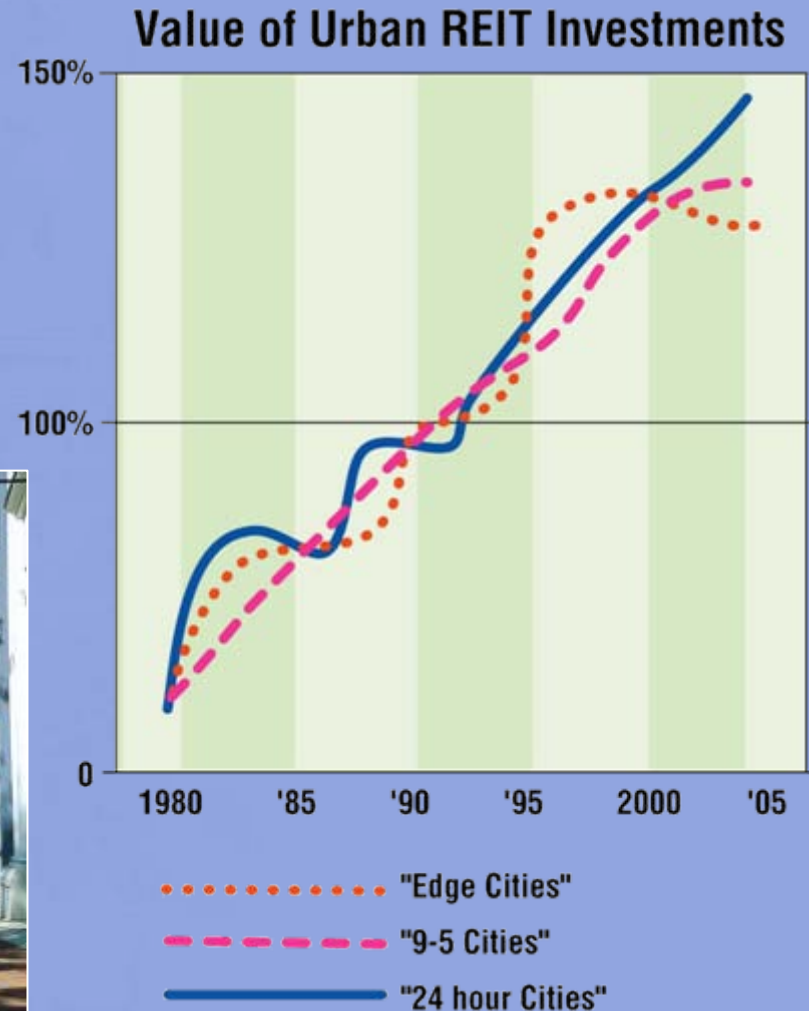


“TOD housing in large cities produces 40-50% fewer cars per household than other new housing...”

Urban Land Institute

Mixed-use, pedestrian-friendly districts now create value

- Before 1987, “24-hour” cities were worst investment and “edge cities” at best
- Since 1987, “24-hour” cities have outpaced other investments

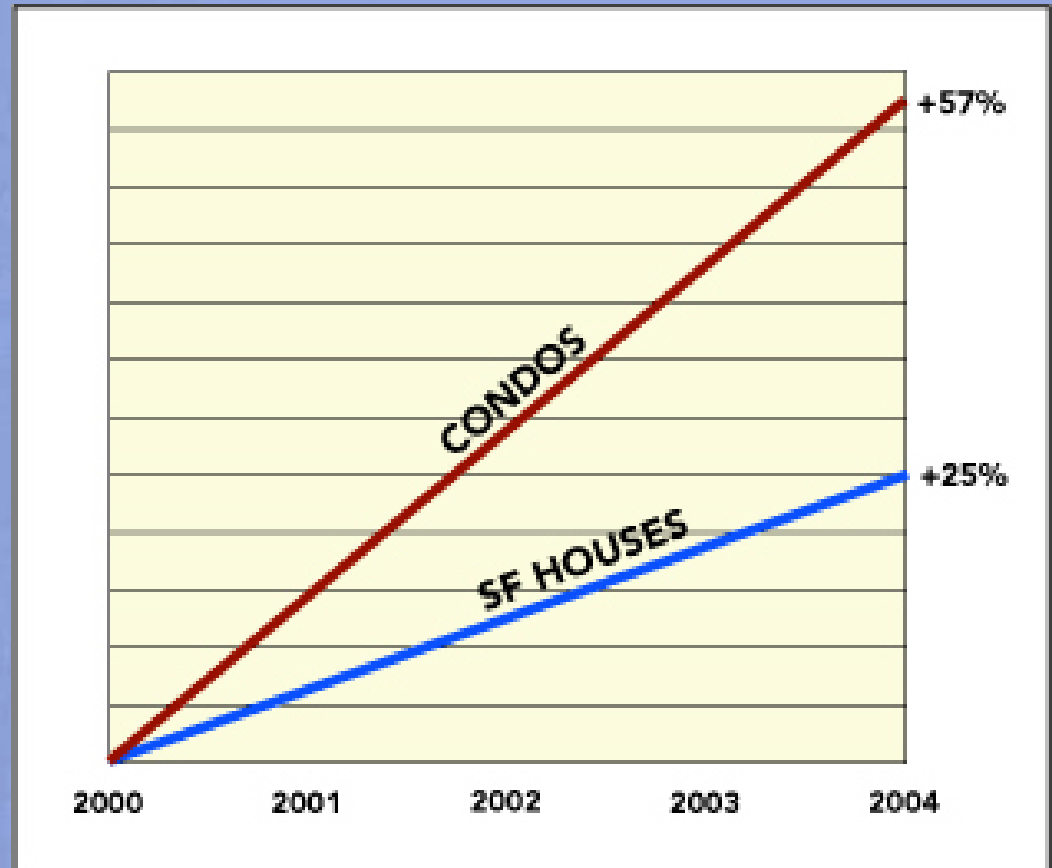


...and creating demand for urban housing not seen since WWII

“For many...an urban condo is more luxurious... than a...yard”

“Last year, for the first time...the price of a condo was higher than that of a single-family home”

WALL STREET JOURNAL



The price of condos is rising much faster than the price of single-family houses

The value of mixed-use, walkable developments is rising

- **GROWTH IN RENTS 2000-2007 FOR SUBURBAN OFFICE PARKS: 0%**



- **GROWTH IN RENTS 2000-2007**
- **FOR MIXED-USE, WALKABLE**
- **DEVELOPMENTS: +35%**



Most housing demand will be in the core of regions

2007



2030



2007



2030



The Braddock Metro Planning Area

A great neighborhood to translate this demand into community building...

- Industrial/warehouse sites ripe for redevelopment
- Public housing sites in need of reinvestment
- A pre-established sense of place in many parts of the planning area (historic homes, mature trees, etc.)
- Proximity to Metro
- Walking distance to Old Town and King Street retail and restaurants
- Ten minutes from the airport



Andrew Adkins housing



King Street retail

CREATING COMMUNITY IN THE MIDST OF DIVERSITY



Starting with civic engagement

- **Consensus**—effective to creating support for traditional approaches
- **Cooperative consensus**—insure that many voices contribute to reaching agreement...on traditional approaches
- **Master apprentice**— leadership model effective for introducing bold new ideas—formed from a single perspective
- **Shared collaboration**— leadership model for drawing broad inspiration to introduce new ideas...and build consensus and active support





Mixed-income neighborhoods



St. Paul's Quadrant, Norfolk, VA

Cabrini Green case study: understanding how to design density for community benefit





**30 units per acre:
initial goal for lower density**



**40 units per acre:
similar to existing Cabrini-
Green density**



**50 units per acre:
density that supports
diversity, retail, housing
choices**

Redevelopment of Cabrini-Green into a mixed-income, mixed-use neighborhood



Parks programmed and designed to invite diverse people to share a common focus

- Activities that draw people of diverse:
 - Ages
 - Ethnic and cultural backgrounds
 - Incomes
- Parks designed through their character and visible features (play fountains, etc) to invite the community to enjoy them



Miami's parks and public spaces plan blends new signature parks, small and accessible neighborhood parks, and lushly landscaped "green streets" to connect them all. The plan identifies sites for mini parks that will add open space to denser neighborhoods.

Squares and Main Streets that celebrate cultural richness

- Public art, cultural centers, and other facilities that help introduce different ethnic groups etc. to each other and the larger community
- Interpretive public art, signage, and other elements that tells the stories of who built and lived in neighborhoods over time... and who lives there now

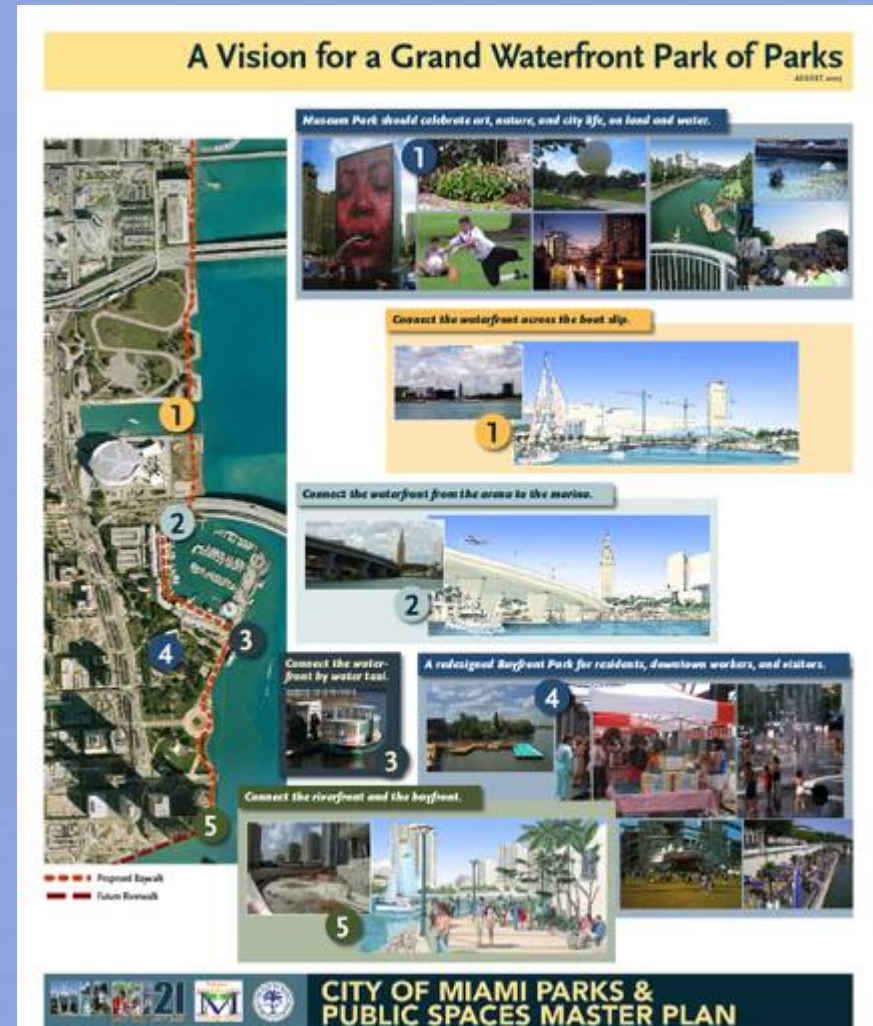


*In Miami:
streetscape
enhancements for
Little Haiti's
commercial
district (above)
and site-specific
pavement
in Little Havana.*



Public spaces that connect neighborhoods to the larger community

- Parks that serve as common ground because they are programmed for the entire community:
 - Signature concert venues, cultural facilities, etc.
 - Spectacular play fountains and similar play venues that attract families
 - Places where the larger community can gather
- Parks that are located, designed, and framed to convey civic stature



A new generation of urban main streets



Planning for revitalization of High Street in Columbus, Ohio

CREGORY B. CUNTER

places

can shopping environments provide society's third places?

Urban planners, sociologists, and policy wonks tend to dismiss commercialized public spaces as merely venues for consumers—a point the development world might well concede. But it is the lack of modern-day philanthropists like Andrew Carnegie offering public assets such as libraries that often creates the need for a profit motive. After all, there has to be someone or some way to pay for those park benches, fountains, and pocket parks.

South Campus Gateway on the Ohio State University campus in Columbus includes all of these amenities: retail, office space, entertainment, and a mix of parking garage. Credit to the project is a high-quality pedestrian strip lined with restaurants and bars, entertainment shops, and a cinema complex that has become a thriving spot for students.



High Street's Gateway Center in Columbus, Ohio

Community building toolbox: education workshops—October 16th (Tuesday) and 20th (Saturday)

- Managing real estate economics to fund community building
- Shifting the transportation paradigm
- Transforming public housing into mixed-income housing
- Preserving character and culture
- Using retail to translate growth into lively streets
- Using urban design to create a walkable community



Managing real-estate economics to fund community building

- The dynamics of markets for different uses
- As of right development scenarios
- Potential economic value of additional development
- Strategies for linking economic value to creating civic value



Madison Street warehouse site



Bethesda, MD

Shifting the transportation paradigm

- Managing traffic generation
- Options for Rte 1
- Making transit a more inviting alternative
- Parking strategies



N Henry St (Rt. 1)



Braddock Metro platform

Transforming public housing into mixed-income housing

- Understanding and addressing the needs of public housing residents
- Planning and designing mixed-income housing
- ...and mixed-income communities
- Financing strategies



Andrew Adkins public housing



Riverview HOPE VI in Cleveland

Preserving character and culture

- What is the neighborhood's story?
- How can the neighborhood tell its stories?
- What are neighborhood preservation best-practices?
- Where are some of the best opportunities for preservation...and change?



Parker-Gray Historic District

Using retail to translate growth into lively streets

- What kinds of retail enhance a neighborhood?
- What are the basic economics of neighborhood-serving retail?
- What kinds of development support neighborhood-serving retail?
- What locations do...and do not...support retail?



Potomac Greens retail node



Retail in Chelsea, NY

Using urban design to create a more livable community

- How can urban design support livability?
- What is the role of walkability in enhancing livability?
- Where is the neighborhood truly walkable? And why?
- What uses...and public space design...encourages walkable streets?
- How does building design relate to walkability?



Emory core (Atlanta) NOW



Emory core (Atlanta) FUTURE

Community visioning charrette— Saturday, November 3rd

- Translate the workshop results into principles for community building
- Identify areas to preserve
- ...and change
- Create a vision to guide change



Creating a vision for Mission Hill in Boston

Working sessions— transportation, housing, design, parks, implementation, etc...

- November 12th
- November 29th
- December 13th
- January 7th
- January 24th



Creating a vision for Mission Hill in Boston

Goody Clancy

- Interdisciplinary practice
 - Architecture
 - Preservation
 - Planning and urban design
- architects, urban designers, planners preservationists
- 20 major national awards with work in 25 different cities and regions
- Last three years worked with two dozen neighborhoods to help manage growth and change



Planning and Urban Design Values

- Community building
 - Broaden scope of plans beyond individual sites
- Placemaking
 - Foster a strong sense of place at multiple scales
- Forging connections
 - Bringing diverse people together
- Building in sustainability
 - Laying solid environmental, social and economic foundations
- Creating economic *and* civic value
 - Thoughtful design strategies unlock civic and social opportunities



Current and recent work

- Atlanta
- Washington, DC
- Norfolk, VA
- Cambridge, MA
- New Orleans



Creating a vision for the Clifton Community Partnership in Atlanta

Working with a community to create a culture of bike/walkability



Bringing inviting pedestrian and bike conditions to suburban Atlanta

Revitalizing an existing neighborhood main street



Community-supported streetscape improvements (and infill projects) will soon bring additional levels of pedestrian activity along Kennedy Street

Creating a new mixed-income, mixed-use urban neighborhood



Tidewater Gardens public housing



New mixed-income housing includes a scale transition to existing housing

Helping neighborhoods manage growth and change for community benefit



After an extensive community process and subsequent urban design work, the North Point redevelopment project began in 2006



Working with a community to use preservation to unlock the promise of innovation



Faubourg Marigny in New Orleans is a historic mixed-income, mixed use neighborhood where the preservation of historic residential buildings is paramount



*Burnet Avenue, Avondale
neighborhood, Cincinnati*

Managing neighborhood growth and change for community benefit

Braddock Metro Neighborhood Plan Town Meeting

September 24, 2007

David Dixon FAIA Goody Clancy

David.dixon@goodyclancy.com

