



Brian O'Looney

Torti Gallas and Partners

Australian Congress for New Urbanism

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Making New Town Cores

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Pre-automotive, well served by rail transport

EUROPEAN PRECEDENTS – COPENHAGEN, DENMARK; KRAKOW, POLAND



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Historically successful urbanism

Architects of Community



Pre-automotive precedents, well served by rail transport

SYDNEY CBD



Historically successful urbanism

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Pre-automotive, well served by rail transport, small block sizes –how do we plan this character?DUPONT CIRCLE, Washington DC



Historically successful urbanism

Architects of Community



Greenfield/Greyfield Pedestrian-Oriented Retail

Strategies for the growth of successful Pedestrian-Oriented Retail

- Start with the right “*Critical Mass*” – Make places people want to be!
- Use Market-appropriate mixed-use *Building Types* that create urbanism
- Consider your “*Anchors*” carefully
- Control the *Quality* of the entire environment
- Think (& therefore plan) like a *Retailer*
- Manage *Vehicle Loading and Parking* as you would any vital toxic resource.
- Spend *Money* only where it matters.
- Use available *Public-financing Tools* to accelerate project development
- *Develop a strategy commiserate with your market!*



Malls create a pleasant and wonderful place!

SOUTHDALE MALL, Edina MN, 1950's; FAIR OAKS MALL, Fairfax VA, 1970's



Creating Critical Mass & Places People want to be!

Victor Gruen; The Taubman, Companies



Creating Critical Mass - Making the right 1st phase

Making Places People want to be:

- Pedestrian Oriented
- Cars OK (subordinated to a pleasant, walkable public realm)
- Provide constant sense of enclosure
- Entry doors every 30' (60' MAX!)
- Exude vitality with signs and shop windows
- Tactile detail and appropriate civilities (benches, umbrella stands, etc.)
- Design for those with strollers – accessibility is not just for wheelchairs
- Appropriate hierarchy at all levels (Masterplan, Building Architecture, Detail)
- Soldiers and Heroes
- Identifiable and Memorable

Creating Critical Mass & Places People want to be!

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Provide Sense of Enclosure

GENERIC INTERSECTION, HWY A1A, East Coast, USA



Creating Critical Mass & Places People want to be!

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Provide Sense of Enclosure

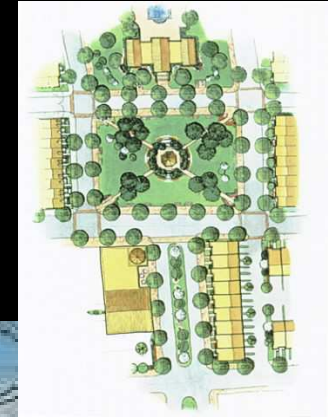
KENTLANDS LIVE/WORKS UNITS, Gaithersburg, MD, Various Architects – planning by DPZ, 2001



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But provide more than just the enclosure -- Provide viable street entry doors every thirty feet.

FALLSGROVE, Rockville, MD, 2002



Creating Critical Mass & Places People want to be!

Lessard Architectural Group



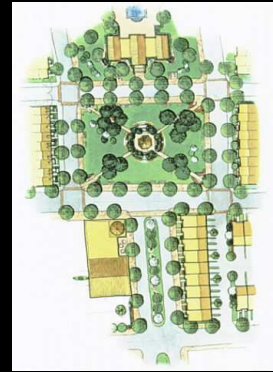
More than just the enclosure -- Provide viable street entry doors every thirty feet.

FALLSGROVE, Rockville, MD, 2002



Creating Critical Mass & Places People want to be!

Lessard Architectural Group



This is the retail front door

FALLSGROVE, Rockville, MD, 2002



Creating Critical Mass & Places People want to be!

Lessard Architectural Group



Creating active street life by providing real doors every thirty feet

FESTIVAL STREET, BETHESDA ROW, Bethesda, MD, 2005



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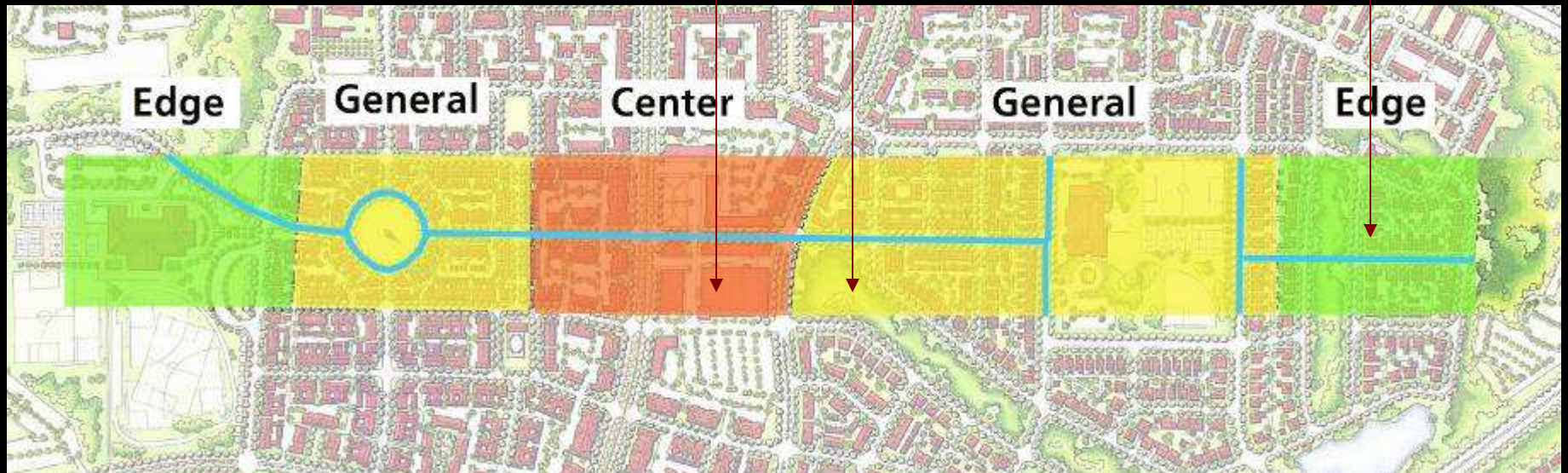


Inextricable Link between quality planning & architecture – Hierarchy/soldier buildings & hero building BOWIE – RTKL Architects, 2001

SOUTHLAKE - David M. Schwarz/Architectural Services, Inc., 1999-Present



Creating Critical Mass & Places People want to be!



Density increase toward project center – houses, townhouses, apartment

KING FARM, Rockville, MD, 1996-2004



Creating Critical Mass & Places People want to be!

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Total Control of Environment 360 degree pleasant experience shielding neighboring blight HARRISON COMMONS, Harrison, NJ, 2005



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CONTROL THE QUALITY OF THE ENVIRONMENT

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Responding to the Goals of Retailing



LAKEFOREST MALL, Gaithersburg, MD
The Taubman Companies

NEW ANCHORS ARE SUPPLANTING THE DEPARTMENT STORE

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Intensity and vitality is good.

SANTANA ROW, San Jose, CA, 2003



Creating Critical Mass & Places People want to be!

Richard Heaps, Street-Works

Appropriate Character

Inappropriate Character





THE ELLINGTON, Washington, DC; TGP, 2004
GERMANTOWN TOWN CENTER, Germantown, MD; TGP, 2001



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“Streetscaping” – Providing the appropriate civilities to the public pedestrian realm

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Signage & other controls – Trickle down urbanism

KINGS HIGHWAY & 16TH ST, Brooklyn, NY, 1959, 1972, 1995



CONTROL THE QUALITY OF THE ENVIRONMENT

Architects of Community



Typical understanding of an “Anchor” store

BOWIE TOWN CENTER, Bowie, MD
EASTON TOWN CENTER, Columbus, OH



NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

BOWIE - RTKL; EASTON - Steiner Associates



Transit Anchor as catalyst for new downtown

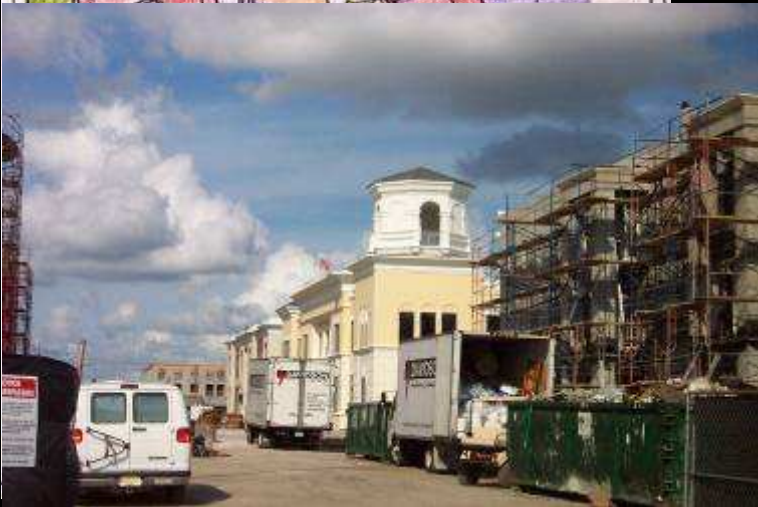
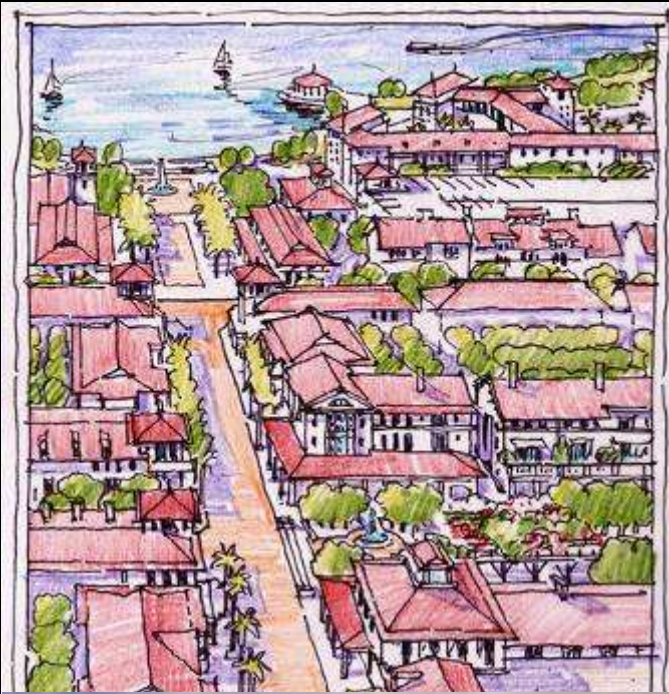
TWINBROOK METRO CENTER, Rockville, MD, 2007



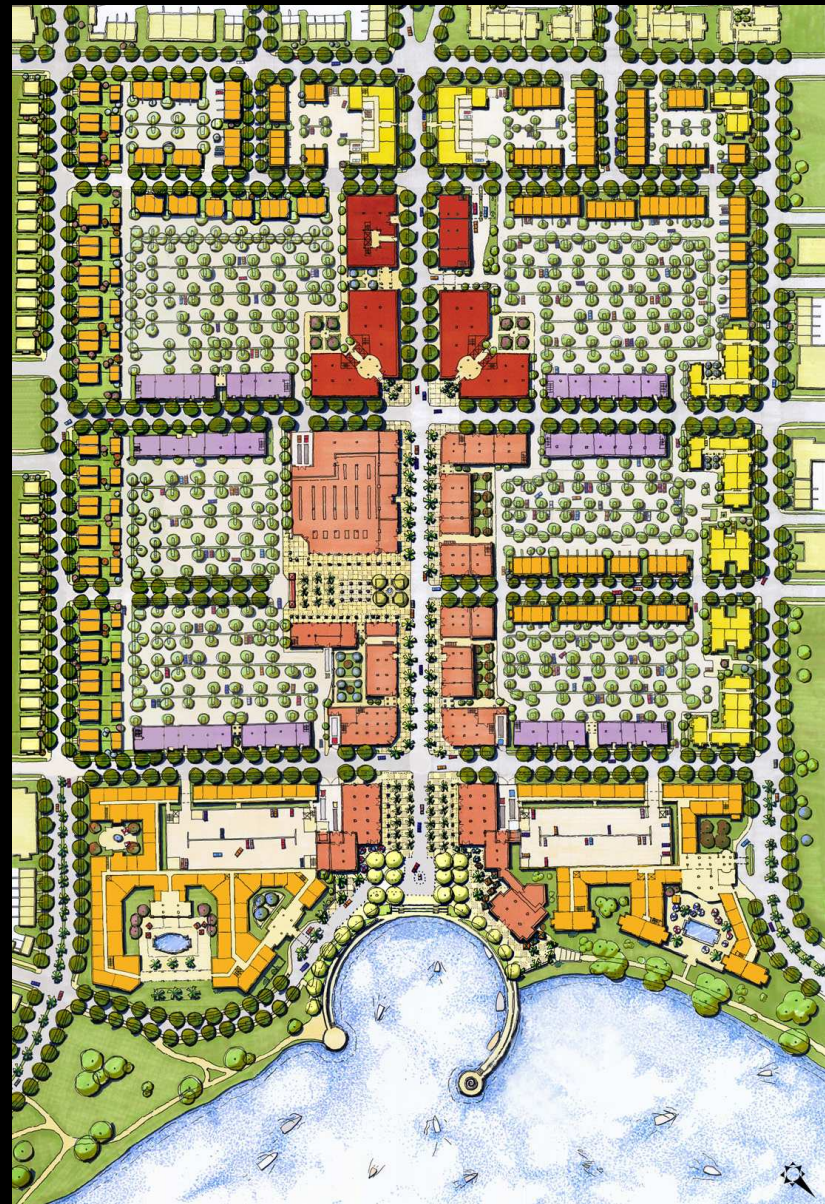
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NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

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Natural amenity as Anchor



BALDWIN PARK TOWN CENTER, Baldwin Park, FL, 2005



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NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

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Civic Anchor

SOUTHLAKE TOWN SQUARE, Southlake, TX



NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

David M. Schwarz/Architectural Services, Inc.



Entertainment Anchor



NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

CENTRO YBOR, Tampa, FL; Development Design Group

Lessons from the Strip Mall



SOUTHSIDE COMMONS, Richmond, VA

Saul Centers, Inc., - Owner

THINK LIKE A RETAILER
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Provide Open Retail Frontage Initially for Identity and Visibility -20' grid

PARKER SQUARE, Flower Mound, TX, 1999



THINK LIKE A RETAILER

David M. Schwarz/Architectural Services, Inc.



Provide Identity and Prime Visibility – 25' grid

SOUTHLAKE TOWN SQUARE, Southlake, TX, 1999-Present



THINK LIKE A RETAILER

David M. Schwarz/Architectural Services, Inc.

Manage parking as the critical toxic resource it is

(You can't bury it everywhere)



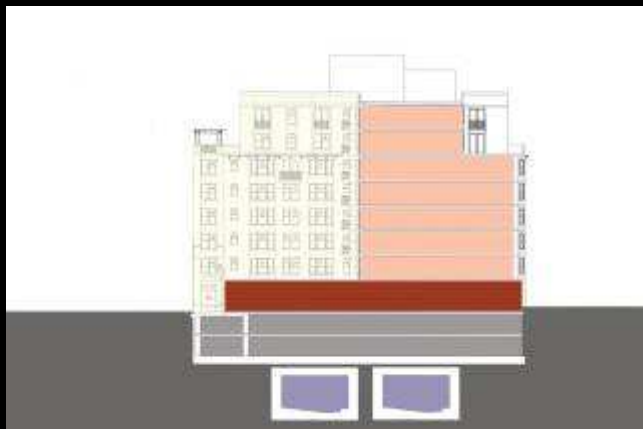
HAMDEN PLAZA, Hamden, CT, 1970

S.I.T.E.

MANAGE PARKING

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Going below ground is expensive, and not feasible in most markets

THE ELLINGTON, PETWORTH, Washington, DC



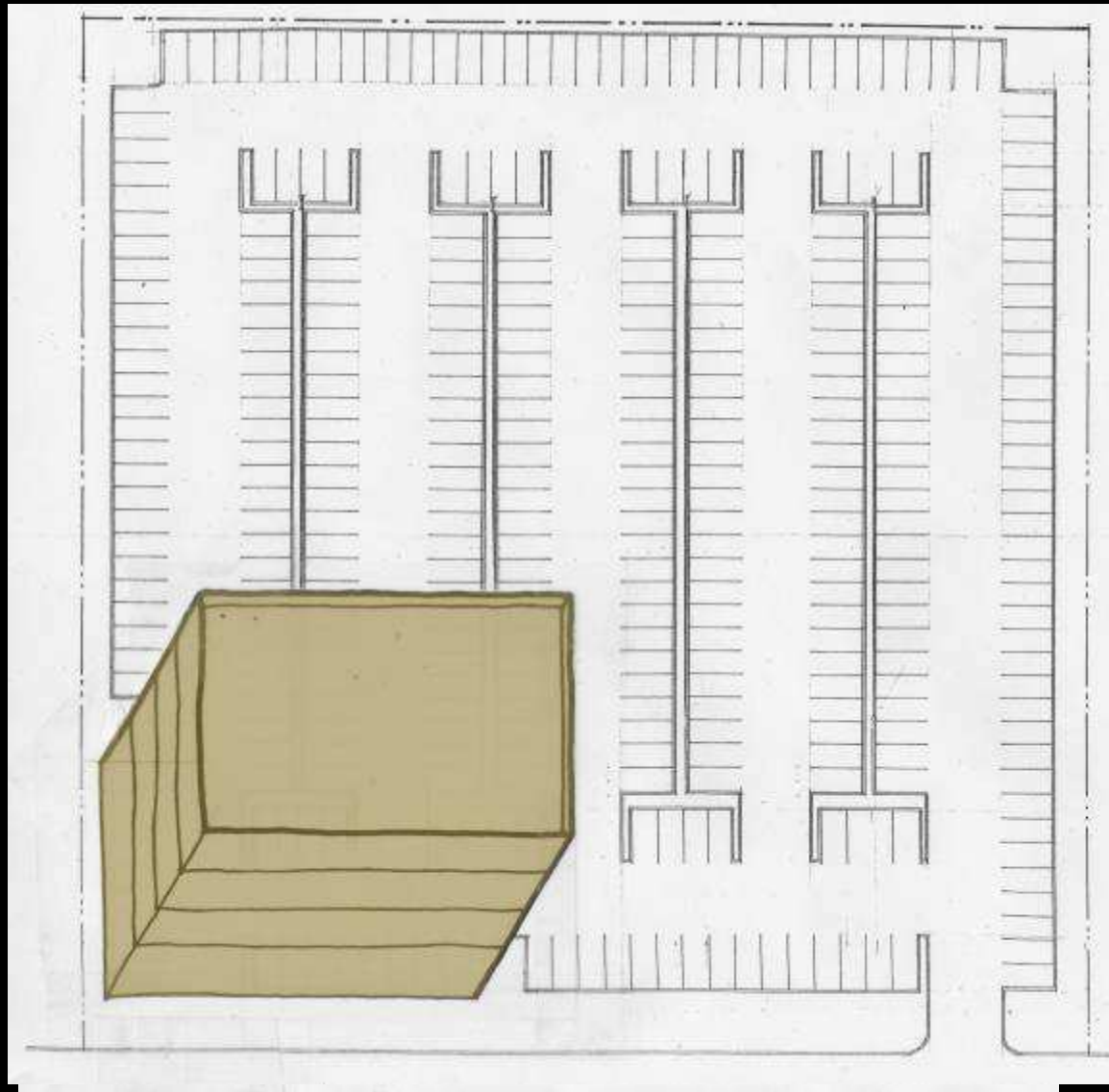
Dressing up parking – the parking plaza – but can never carry the load

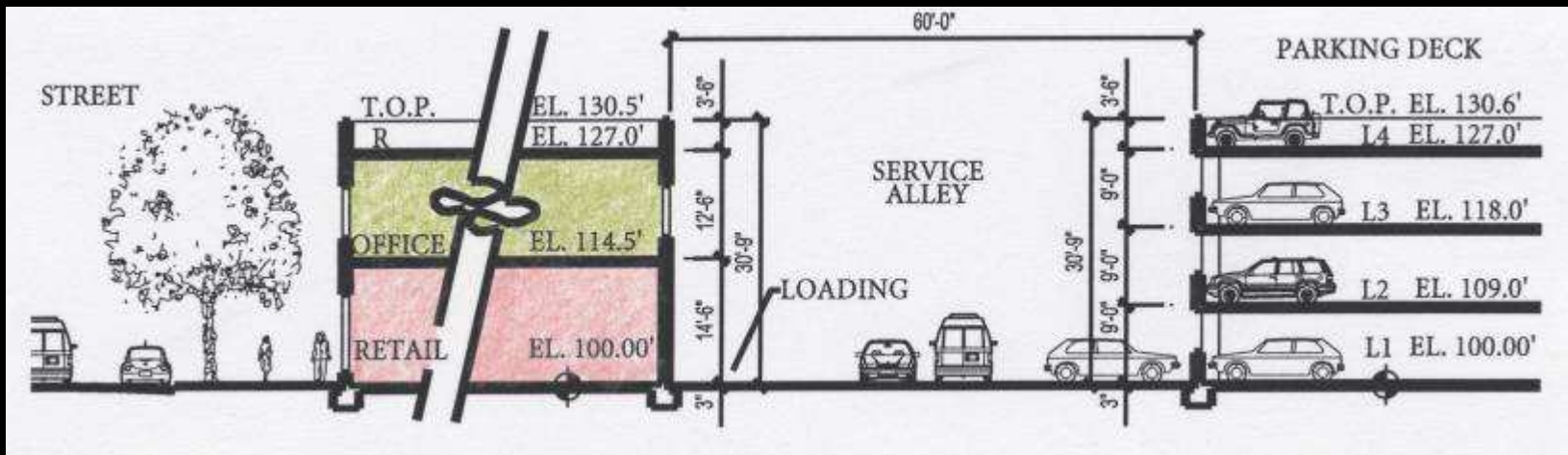
SOLANA, Westlake, TX; Ricardo Legorretta



MANAGE PARKING

THE PORTOFINO, Orlando, FL





Vertically, cars can be stored in space efficiently

GENERIC PARKING DIAGRAMS



Clever Screening can provide more parking

HARRISON COMMONS, Harrison, NJ

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THE WASHINGTONIAN CENTER – RTKL Architects,

1997

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MANAGE PARKING



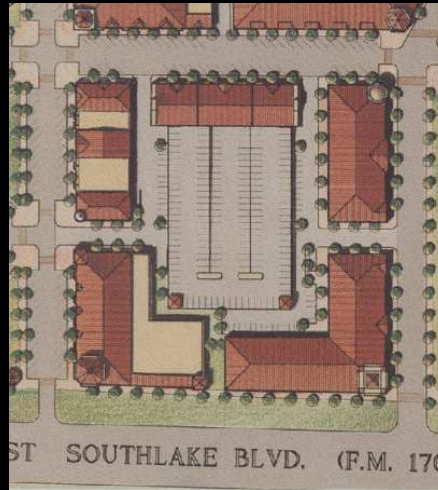
- **Block Diagram**

Block uses that envelope the required parking load

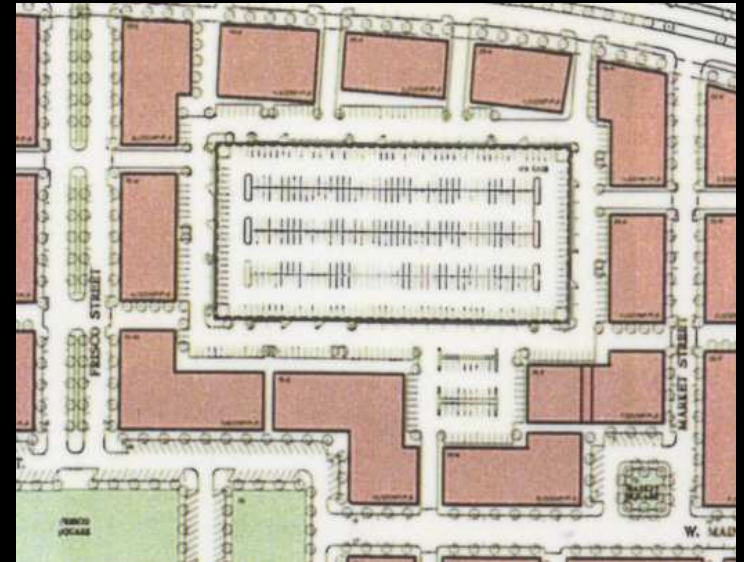
MIRAMAR TOWN CENTER, Miramar, FL



1 story res./mixed use block at BALDWIN PARK
100m x 233m



2 story comm. block at SOUTHLAKE
130m x 130m



4 story commercial block at FRISCO SQUARE
160m x 270m



4 story residential block at
MONUMENT PLACE
77m x 68m



4.5 story. block at CONGRESSIONAL
120m x 62m



4.5 story. block at MIRIMAR



Direct relationship between Building type size and block sizes – lessons learned from Fort Worth – 62m x 62m

BLOCK SIZES



MANAGE PARKING

BALDWIN PARK - Torti Gallas; Rest - David M. Schwarz/Architectural Services



Decks cost \$\$\$\$ - Don't build until necessary - critical mass - start w/attachable urban fragment SOUTHLAKE TWN SQ, Southlake, TX



MANAGE PARKING - PHASING

David M. Schwarz/Architectural Services, Inc.

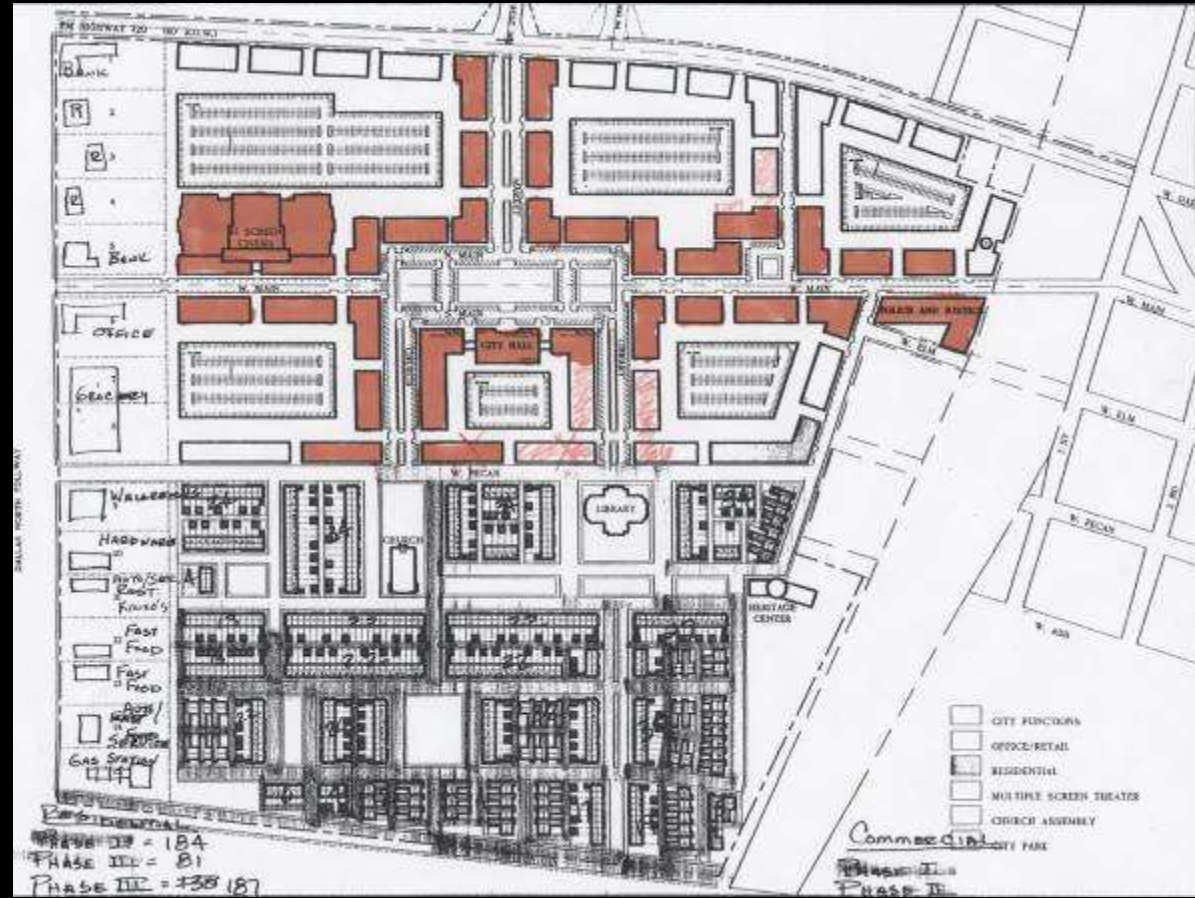
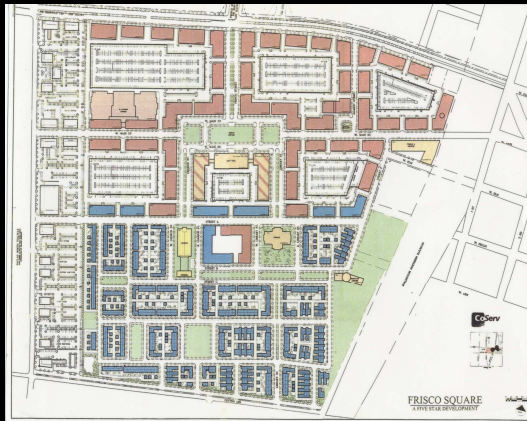


Decks cost \$\$\$\$ - Don't build until necessary – critical mass - start w/attachable urban fragment SOUTHLAKE TWN SQ, Southlake, TX



MANAGE PARKING - PHASING

David M. Schwarz/Architectural Services, Inc.



Deck is triggered after all the buildings in red are built

FRISCO SQUARE, Frisco, TX, 2000-Present



MANAGE PARKING - PHASING

David M. Schwarz/Architectural Services, Inc.



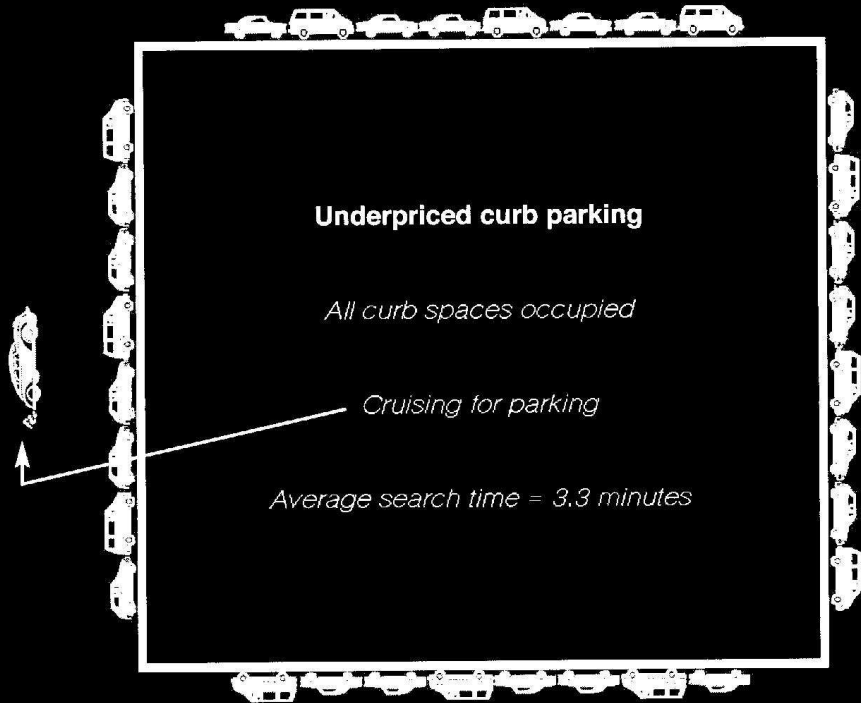
Successful Retail requires “Teaser” Convenience Parking

MARKET COMMONS, Arlington, VA, 2003
THE CRESCENT, Dallas, TX, 1988



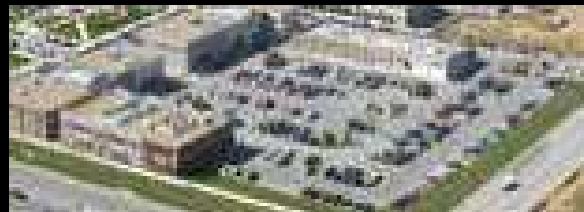
MANAGE PARKING

Various Architects



Appropriately priced street meters

STREET PARKING DIAGRAMS – Lessons from Pasadena



Let the alley facades of buildings be backs

SANTANA ROW, San Jose, CA, 2003



SPEND MONEY WHERE IT MATTERS

Richard Heaps – Street-Works, BAR Architects, Sandy and Babcock



ARTECH BUILDING



THE GAIA BUILDING



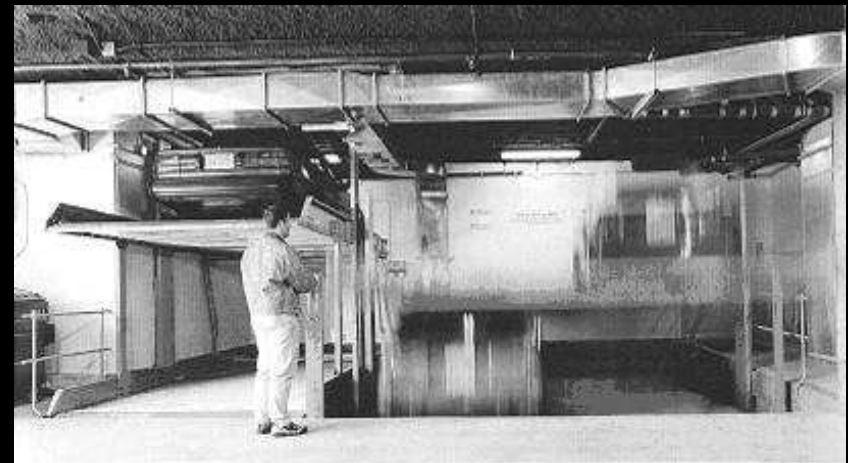
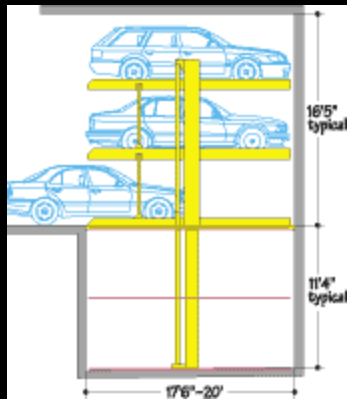
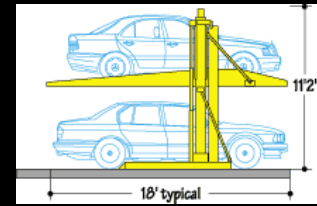
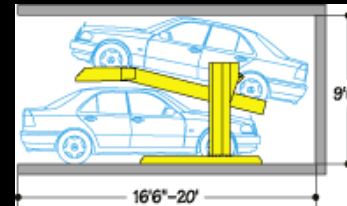
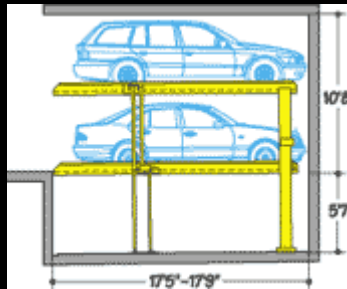
THE SHATTUCK BUILDING



THE BERKELEYAN



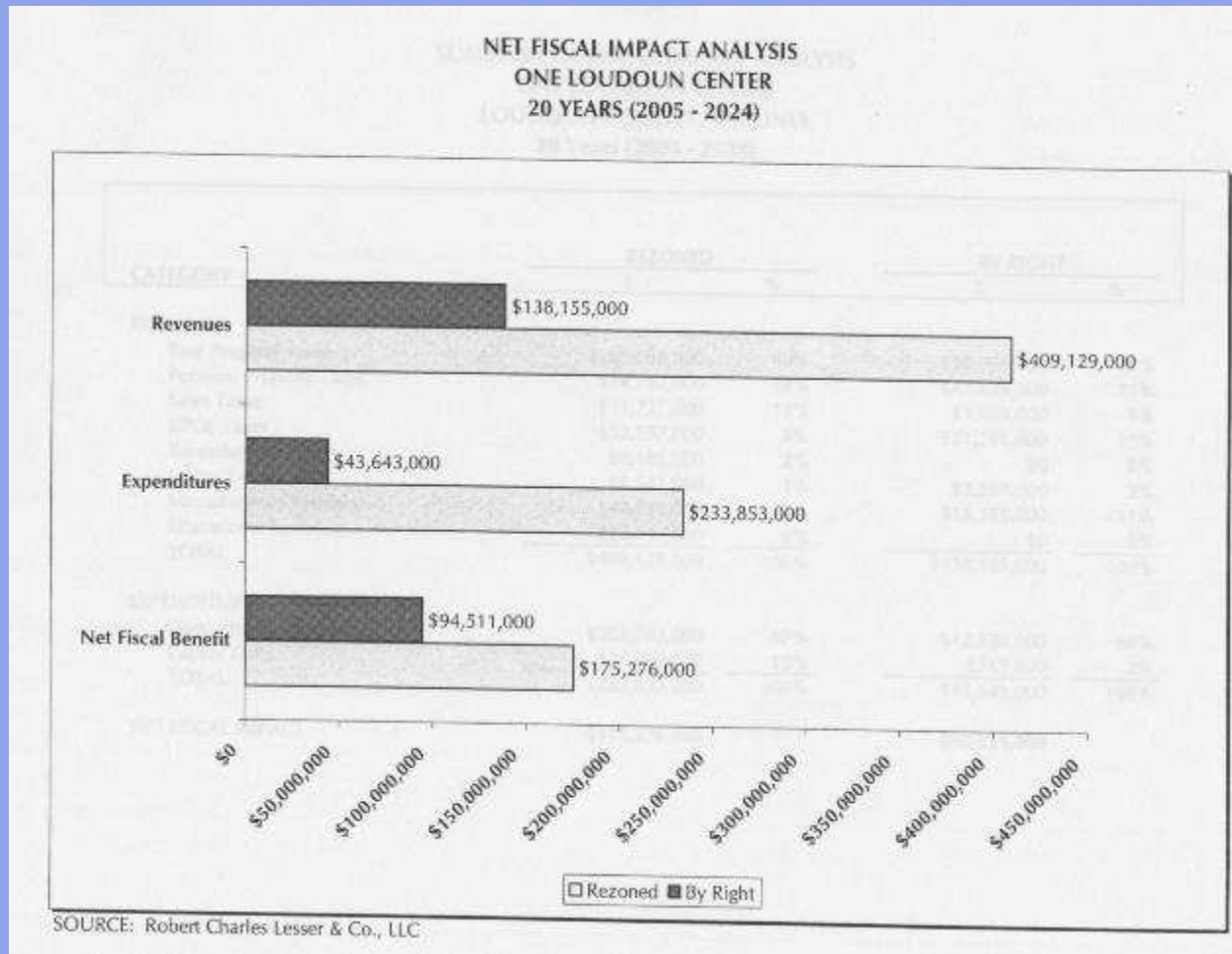
THE UNIVERSITY



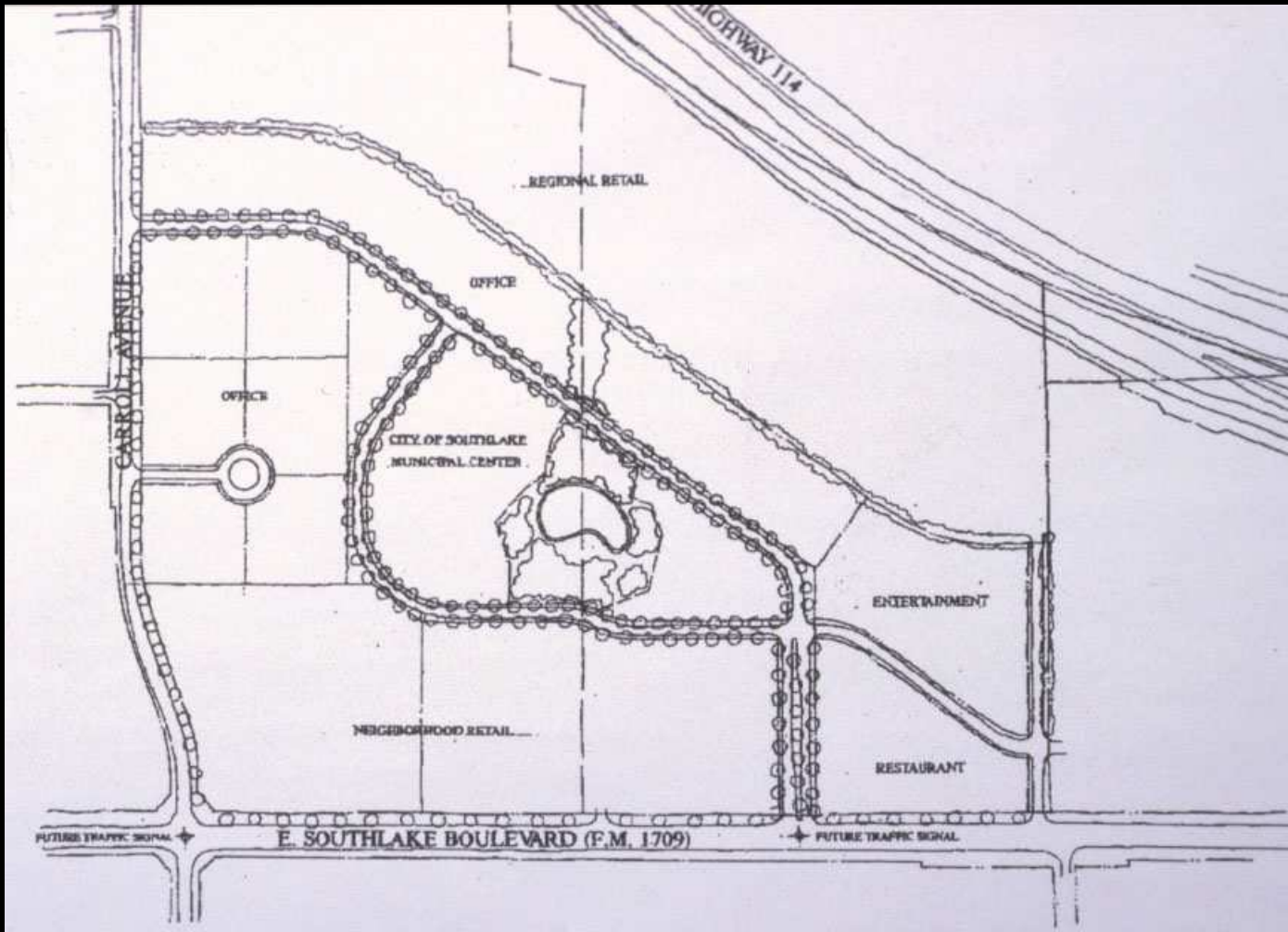
Hydraulic Lifts in PROJECTS OF PANORAMIC INTERESTS, Berkeley, CA 12-15K a space



Ease of Entitlement, Public Approval & Involvement



Conventional vs. Pedestrian-Oriented Development Net Fiscal Impact Analysis
Australian Congress for New Urbanism



Conventional Plan for Southlake

SOUTHLAKE TOWN SQUARE, Southlake, TX

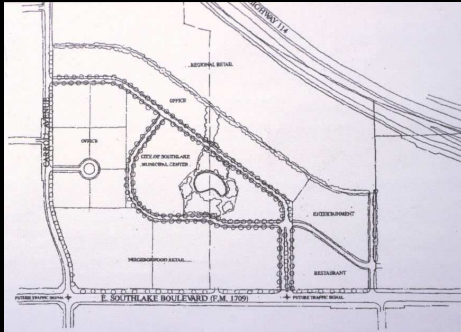


David M. Schwarz/Architectural Services, Inc.



“Back to the Future” included social criticism that was well received by the citizens of Southlake



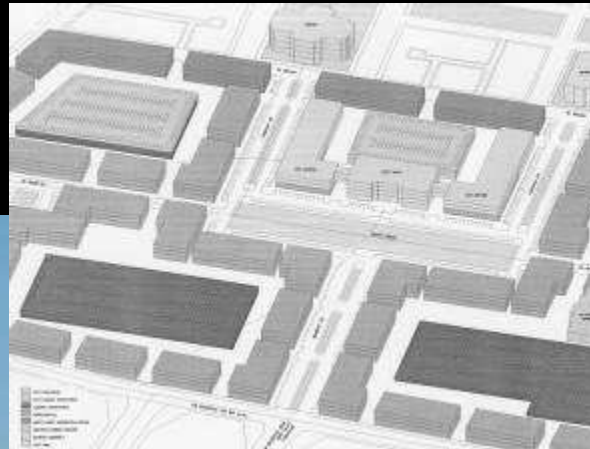


Public Involvement: City built streets, City Hall anchor; TIF financing SOUTHLAKE TOWN SQUARE, Southlake, TX, 1999-Present



USE PUBLIC FINANCING TOOLS AS MUCH AS POSSIBLE

David M. Schwarz/Architectural Services, Inc.



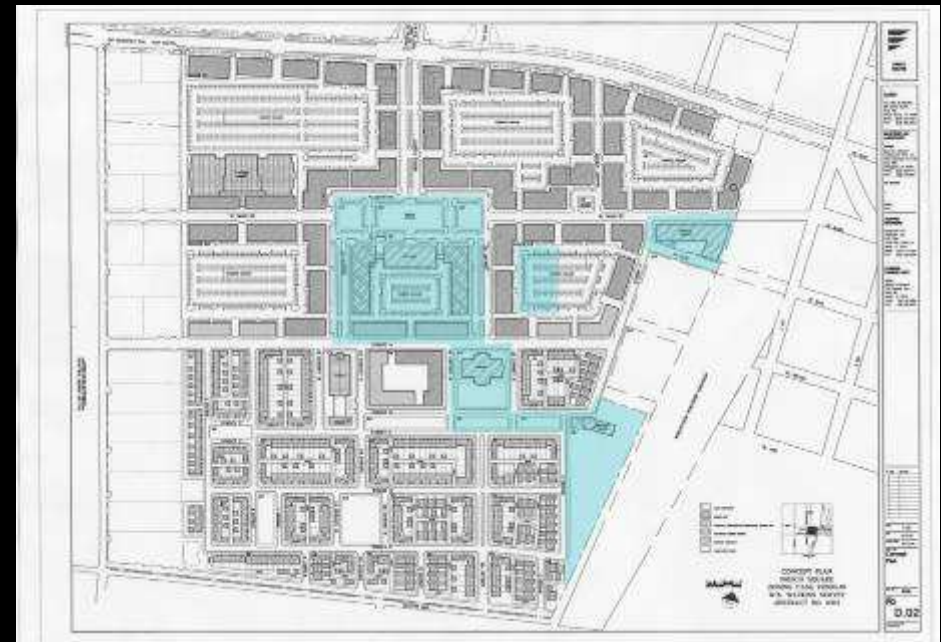
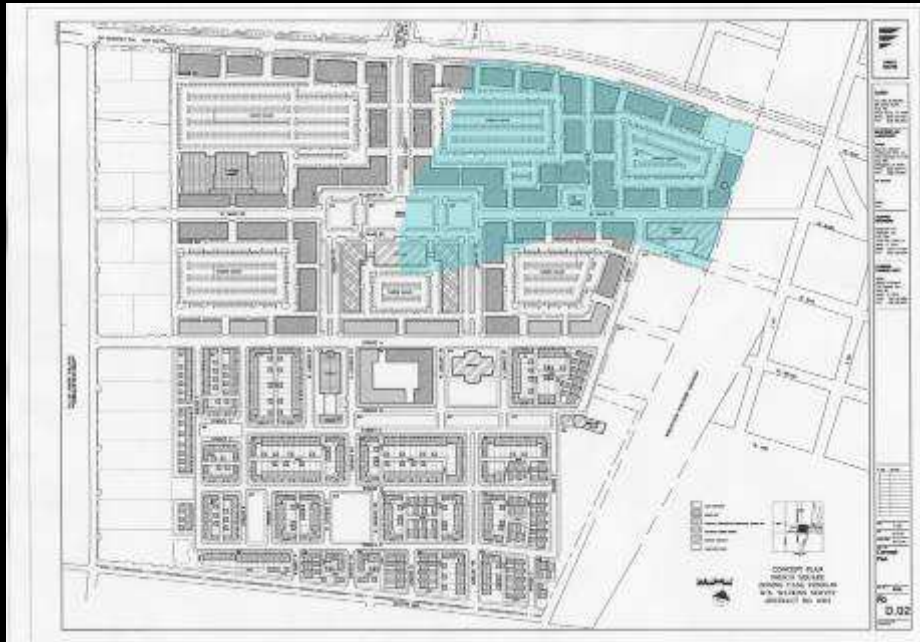
Public Involvement: City land swap, Civic anchors; MMD financing

FRISCO SQUARE, Frisco, TX, 2000-Present



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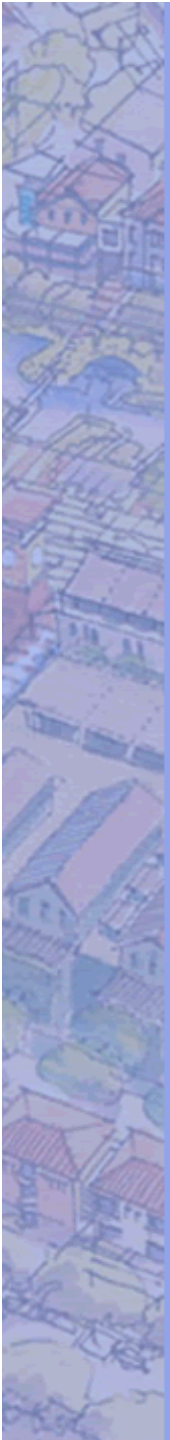
Public Involvement: City land swap, Civic anchors; MMD financing

FRISCO SQUARE, Frisco, TX, 2000-Present



USE PUBLIC FINANCING TOOLS AS MUCH AS POSSIBLE

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Pedestrian Oriented Retail is now Mainstream in the U.S.

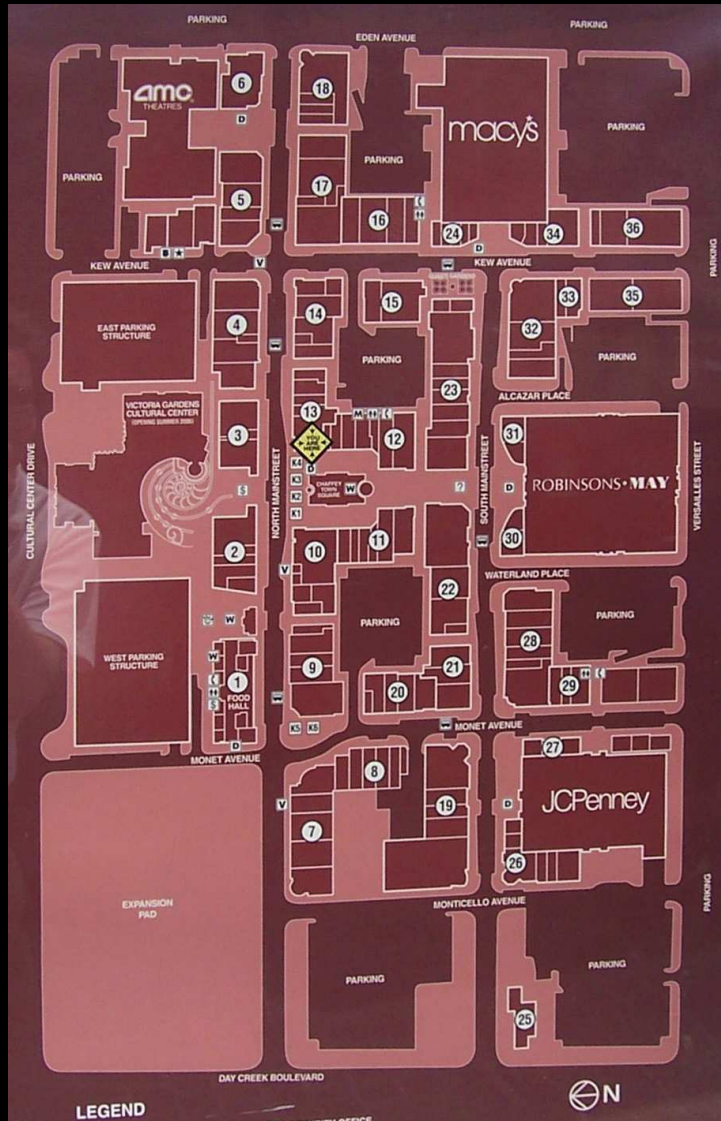
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Responding to the Goals of Development

What our clients are reporting:

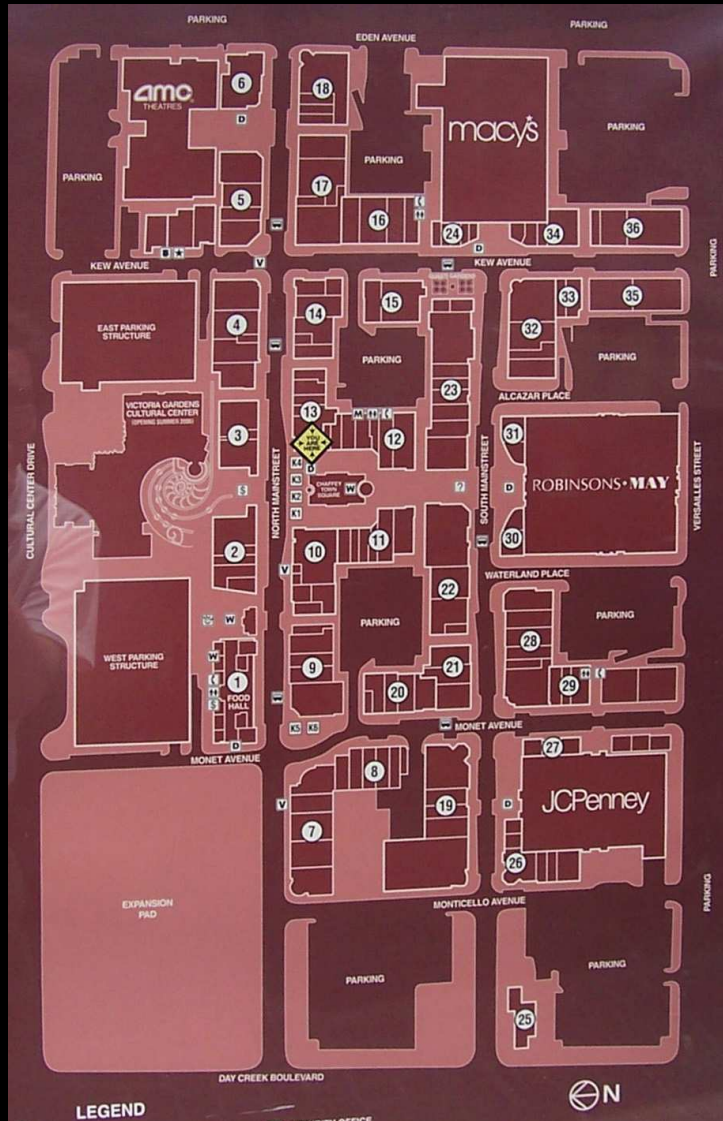
- At the June 2005 ULI “Town Centers: How are they performing” session:
 - The consumer is looking for variety, community & authenticity – Fed R
 - Rents/Sales within a pedestrian oriented realm are 20% higher in residential units above stores than those in adjacent neighborhoods - FR
 - Ped. access to upscale grocers spike housing values 20% - David Mayhew
 - Office rents increase 12% in town center environments (above retail) -over neighboring office parks – The Peterson Co’s.
 - Rail Transit access adds a 20-25% premium – Archstone/Smith
 - Metro is worth more the farther out you go -- A/S
- At the annual spring ICSC convention in Las Vegas:
 - Entertainment retail provides a 15-20% cross-sharing increase in per square foot sales; center visits are longer – Steiner & Assoc.
 - 35,000 sq. meters min. retail for critical mass – S&A



VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises

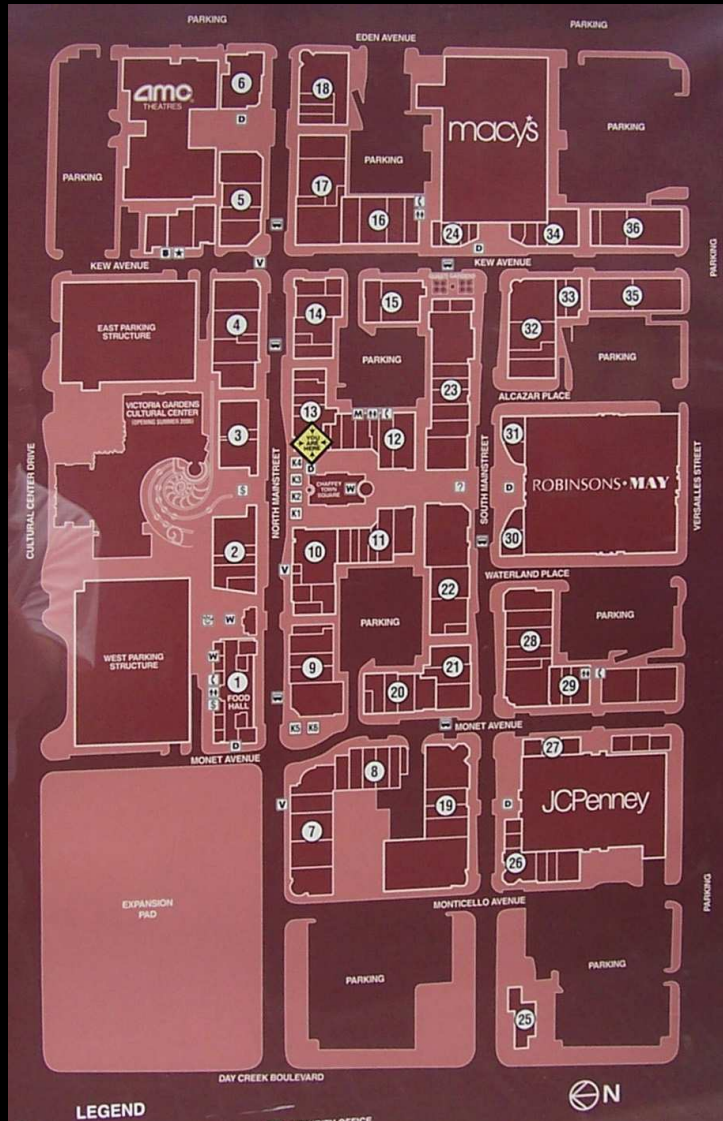




VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises





VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises

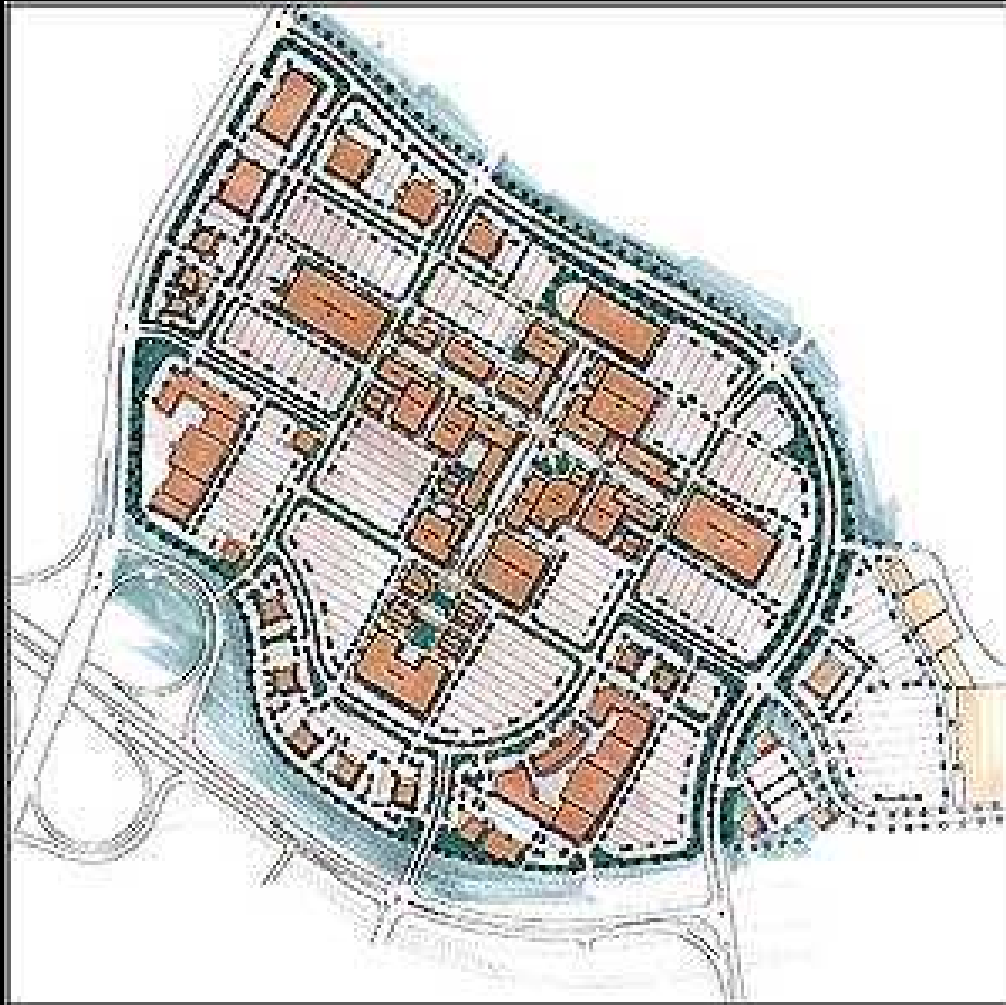




VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises





FIREWHEEL TOWN SQUARE, Garland, TX, Fall 2005

SIMON -- David M. Schwarz/Architectural Services



MANAGE PARKING

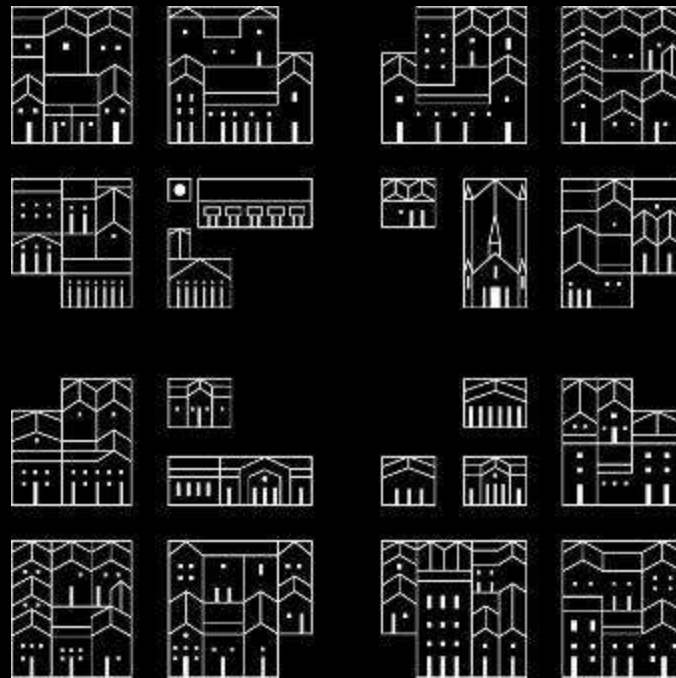


FIREWHEEL TOWN SQUARE, Garland, TX, Fall 2005

SIMON -- David M. Schwarz/Architectural Services



MANAGE PARKING



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