Architects of Community
Brian O’Looney
Torti Gallas and Partners

Australian Congress for New Urbanism
Making New Town Cores
Australian Congress for New Urbanism
Historically successful urbanism

Pre-automotive, well served by rail transport

EUROPEAN PRECEDENTS – COPENHAGEN, DENMARK; KRAKOW, POLAND

Torti gallas and partners

Historically successful urbanism
Pre-automotive precedents, well served by rail transport

Historically successful urbanism

SYDNEY CBD

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

Architects of Community

Historically successful urbanism
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!
Architects of Community
Creating Critical Mass & Places People want to be!

Malls create a pleasant and wonderful place!

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

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
Provide Sense of Enclosure

ARCHITECTS OF COMMUNITY
Creating Critical Mass & Places People want to be!

GENERIC INTERSECTION, HWY A1A, East Coast, USA

Architects of Community
Architects of Community
Creating Critical Mass & Places People want to be!

Provide Sense of Enclosure

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

Torti gallas and partners

Architects of Community
Architects of Community
Creating Critical Mass & Places People want to be!

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

FALLSGROVE, Rockville, MD, 2002
Lessard Architectural Group

Creating Critical Mass & Places People want to be!
More than just the enclosure -- Provide viable street entry doors every thirty feet.

Creating Critical Mass & Places People want to be!

FALLSGROVE, Rockville, MD, 2002

Lessard Architectural Group
Architects of Community
Creating Critical Mass & Places People want to be!

FALLSGROVE, Rockville, MD, 2002

This is the retail front door

Lessard Architectural Group
Architects of Community
Creating Critical Mass & Places People want to be!

FESTIVAL STREET, BETHESDA ROW, Bethesda, MD, 2005

Torti gallas and partners

Creating active street life by providing real doors every thirty feet
Architects
of
Community
Creating Critical Mass & Places People want to be!

Inextricable Link between quality planning & architecture – Hierarchy/soldier buildings & hero buildings

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

BOWIE – RTKL Architects, 2001

Creating Critical Mass & Places People want to be!
Architects of Community

Creating Critical Mass & Places People want to be!

Density increase toward project center – houses, townhouses, apartment

KING FARM, Rockville, MD, 1996-2004
Total Control of Environment 360 degree pleasant experience shielding neighboring blight  HARRISON COMMONS, Harrison, NJ, 2005

Torti gallas and partners

CONTROL THE QUALITY OF THE ENVIRONMENT
Responding to the Goals of Retailing

LAKEFOREST MALL, Gaithersburg, MD
The Taubman Companies

NEW ANCHORS ARE SUPPLANTING THE DEPARTMENT STORE

Australian Congress for New Urbanism
Intensity and vitality is good.

Creating Critical Mass & Places People want to be!

SANTANA ROW, San Jose, CA, 2003

Richard Heaps, Street-Works
Torti gallas and partners

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

Signage & other controls – Trickle down urbanism

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

CONTROL THE QUALITY OF THE ENVIRONMENT

Architects of Community
ARCHITECTS OF COMMUNITY

NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

Typical understanding of an “Anchor” store

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

BOWIE - RTKL; EASTON - Steiner Associates

NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE
Architects
of
Community

NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

Transit Anchor as catalyst for new downtown

TWINBROOK METRO CENTER, Rockville, MD, 2007

Torti gallas and partners

NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

Architects of Community
NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

Architects of Community

BALDWIN PARK TOWN CENTER, Baldwin Park, FL, 2005

Torti gallas and partners
NEW ANCHORS CAN REPLACE THE DEPARTMENT STORE

SOUTHLAKE TOWN SQUARE, Southlake, TX

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
Australian Congress for New Urbanism
Provide Open Retail Frontage Initially for Identity and Visibility -20' grid

PARKER SQUARE, Flower Mound, TX, 1999

David M. Schwarz/A Architectural Services, Inc.
Diagram of Southlake Town Square with text:

**ARCHITECTS OF COMMUNITY**

**THINK LIKE A RETAILER**

Provide Identity and Prime Visibility – 25’ grid

SOUTHLAKE TOWN SQUARE, Southlake, TX, 1999-Present

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

THE ELLINGTON, PETWORTH, Washington, DC

Architects of Community

Torti gallas and partners
MANAGE PARKING
Dressing up parking – the parking plaza – but can never carry the load

SOLANA, Westlake, TX; Ricardo Legorreta

THE PORTOFINO, Orlando, FL
Vertically, cars can be stored in space efficiently

Torti gallas and partners

MANAGE PARKING

Architects of Community
Clever Screening can provide more parking

Torti gallas and partners

HARRISON COMMONS, Harrison, NJ

Architects of Community
ARCHITECTS
OF
COMMUNITY

THE WASHINGTONIAN CENTER – RTKL Architects, 1997

MANAGE PARKING
MIRAMAR TOWN CENTER, Miramar, FL

Block uses that envelope the required parking load

MANAGE PARKING

Architects of Community
Architects of Community
MANAGE PARKING

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
120m x 62m

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

BLOCK SIZES

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/Aesthetic 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

David M. Schwarz/Architectural Services, Inc.
Successful Retail requires “Teaser” Convenience Parking

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

Various Architects
Underpriced curb parking

All curb spaces occupied

Cruising for parking

Average search time = 3.3 minutes

Right-priced curb parking

1 of 8 curb spaces vacant

No cruising

Average search time = 0 minutes
Let the alley facades of buildings be backs

SANTANA ROW, San Jose, CA, 2003

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

Architects of Community

SPEND MONEY WHERE IT MATTERS
Architects of Community

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/Antitectural 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; TIFF financing

SOUTHLAKE TOWN SQUARE, Southlake, TX, 1999-Present

David M. Schwarz/Architectural Services, Inc.

USE PUBLIC FINANCING TOOLS AS MUCH AS POSSIBLE
Public Involvement: City land swap, Civic anchors; MMD financing

FRISCO SQUARE, Frisco, TX, 2000-Present

David M. Schwarz/Architectural Services, Inc.

USE PUBLIC FINANCING TOOLS AS MUCH AS POSSIBLE
Public Involvement: City land swap, Civic anchors; MMD financing

FRISCO SQUARE, Frisco, TX, 2000-Present

David M. Schwarz/Architectural Services, Inc.

USE PUBLIC FINANCING TOOLS AS MUCH AS POSSIBLE
Pedestrian Oriented Retail is now Mainstream in the U.S.
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

Australian Congress for New Urbanism
Architects of Community

VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises
Architects of Community

VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises
ARCHITECTS

OF

COMMUNITY

VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

FOREST CITY ENTERPRISES

VICTORIA GARDENS, Rancho Cucamonga, CA. 2004

Forest City Enterprises
Architects of Community

VICTORIA GARDENS, Rancho Cucamonga, CA, 2004

Forest City Enterprises
FIREWHEEL TOWN SQUARE, Garland, TX, Fall 2005

MANAGE PARKING

SIMON -- David M. Schwarz/Architectural Services
ARCHITECTS
OF
COMMUNITY

MANAGE PARKING

FIREWHEEL TOWN SQUARE, Garland, TX, Fall 2005

SIMON -- David M. Schwarz/Aesthetic Services
Torti Gallas and Partners

Architects of Community