Town Centers

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Australian Congress for New Urbanism
Two slide history of U.S. settlement and development

Pre-20th century U.S. - a nation of cities, towns, villages and countryside
Development Projects and Products
Conventional, single-use real estate products and projects don’t add up to towns and communities.
...and they can’t simply be reassembled into town centers without changing their design.
After WWII the accepted wisdom was that walkable, mixed-use town centers were obsolete; anachronism in an automobile age, and there were major efforts to reinvent the town center for the motor age.
Lake Anne Village Center (Reston, Virginia) - pull up your canoe and shop!
Milton Keynes town centre - the shopping mall model of a town center in a box attempted in New Towns and master planned communities of the 1950s-1970s
An indoor post office in Cumbernauld town centre
A modernist village center in Sweden

Source: Jerker Söderlind
Another attempted to reinvent the town center in Sweden (campaign promise: “I will find the person responsible for this design and make them fix it!”)

Source: Jerker Söderlind
The *Place Making* book addresses the need to look back and relearn timeless principles of place making for pedestrian, mixed-use town centers and adapt to contemporary needs for accommodating automobiles, larger scale retail and civic uses, and lifestyles.
Relearning: human (pedestrian) scale vs automobile scale
Comparison of four places drawn to the same scale.
(Source: Keller Easterling, American Town Plans)
Learning from the past: human scale, spatial enclosure, building height-to-width ratios
Attempted reinvention of the town center in Sweden #3: the contemporary man’s storefront

Source: Jerker Söderlind
The First Sign
The First Awning/Overhang
The First Display Window (with product display)

Ye olde storefront - timeless basics of visual merchandizing 101
The continuum of good storefront design and visual merchandising
A new urbanist main street that comes up short
…and one that gets it right (a storefront that continues to sell even when its closed and provides one of the best kinds of street lighting

(Mashpee Commons, Mashpee, MA)
Sorting out urban and suburban types - two Saks 5th Avenue stores, suburban (left) and urban (right). Same merchandise, different context.
 Attempted translation of the scale, tenant mix, and service area from conventional shopping centers into traditional urban centers

The ULI Convenience Store  The TND Neighborhood Store

A convenience store is a retail business that provides a convenient location for quick purchases from a wide array of products (predominantly food). Convenience stores are typically less than 5,000 sq ft with convenient pedestrian access and parking, and extended hours of operation.

The ULI Convenience Center  The TND Main Street Shops

A convenience center, similar to a convenience store, provides for the sale of personal services (dry cleaning, barber shop, shoe repair) and convenience goods (food, drugs, and sundries). The convenience center is anchored by some type of personal/convenience retail such as a minimarket. It has a typical gross leasable area of about 20,000 sq ft.

The ULI Neighborhood Center  The TND Town Center Shops

A neighborhood center provides for the sale of convenience goods and personal services for the day-to-day needs of the immediate neighborhood. The supermarket is the principal tenant. In theory, the neighborhood center has a typical gross leasable area of 50,000 sq ft. In practice, it may range in size from 30,000 to 100,000 sq ft.

The ULI Regional Center  The TND Shopping District

A regional center provides for the sale of general merchandise (apparel, furniture, and home furnishings) in depth and variety, as well as a range of services and recreational facilities. It is anchored by one or two full-line department stores of generally not less than 75,000 sq ft. In theory, its typical size is 450,000 sq ft of gross leasable area; in practice, it may range from 300,000 to 850,000 sq ft. The regional center is the second largest type of shopping center, providing services typical of a business district yet not as extensive as those of the super regional mall.

<table>
<thead>
<tr>
<th>Retail Type by Size &amp; Service Area</th>
<th>ULI</th>
<th>TND</th>
<th>Size (sq ft)</th>
<th>Service Area (radius)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Convenience Store</td>
<td>Neighborhood Store</td>
<td>800 - 5,000</td>
<td>1/4 mile - 1 mile</td>
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<tr>
<td></td>
<td>Convenience Center</td>
<td>Main Street Shops</td>
<td>15,000 - 25,000</td>
<td>1 mile - 2 miles</td>
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<tr>
<td></td>
<td>Neighborhood Center</td>
<td>Town Center Shops</td>
<td>30,000 - 100,000</td>
<td>2 miles - 5 miles</td>
</tr>
<tr>
<td></td>
<td>Regional Center</td>
<td>Shopping District</td>
<td>300,000 - 850,000</td>
<td>5 miles - 15 miles</td>
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</tbody>
</table>

Source: Thomas Comitta
7-11 convenience store
Corner store
Neighborhood shopping center
Village center
New Urban Retail
The First Decade
Seaside (1980)

Miami Lakes Town Center (1983)

Mashpee Commons (1985)

Princeton Forrestal Village (1987)

Reston Town Center (1990)

Mizner Park (1991)
Early TND Retail

• Corner stores
  - Modica Market
  - Belmont Green
  - Southern Village
  - Inverness Square
  - Lakelands

• Laguna West
• Market Street at Celebration
• McKenzie Towne Centre
• “Town Center coming soon...”
Seaside, Florida corner store
New Urban Retail
The Second Decade
<table>
<thead>
<tr>
<th>Haile Village Center</th>
<th>Redmond Town Ctr</th>
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<tbody>
<tr>
<td>Orenco Station Town Ctr</td>
<td>City Place</td>
</tr>
<tr>
<td>Market St at Celebration</td>
<td>I’on Square</td>
</tr>
<tr>
<td>Kentlands Market Square</td>
<td>Santana Row</td>
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<tr>
<td>Abacoa Town Center</td>
<td>Pentagon Row</td>
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<tr>
<td>Southlake Town Square</td>
<td>Birkdale Village</td>
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<td>Easton Town Center</td>
<td>Southern Village Ctr</td>
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<tr>
<td>King Farm Village Center</td>
<td>Winter Park Village</td>
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<tr>
<td>Stapleton Town Center</td>
<td>Paseo Colorado</td>
</tr>
<tr>
<td>San Elijo Village Center</td>
<td>Baldwin Pk Vlg Ctr...</td>
</tr>
</tbody>
</table>
I’On Square (near Charleston, SC)  

Southern Village village center (Chapel Hill, NC)
Infill of a village center for the suburban Haile Plantation master planned community (Gainesville, FL)
Rendering of Haile Village Center highlighting the main street
(source: Bob Kramer)
Aerial view of early phase of Orenco Station Town Center (Portland, Oregon)
Celebration’s town center (near Orlando, Florida)
Across the street from Celebration: typical central Florida sprawl
Kentlands Market Square and Main Street (Gaithersburg, MD)
Typical commercial sprawl in Gaithersburg, MD near Kentlands
Live-work buildings lining Kentlands’ Main Street
Pentagon Row, one of the Federal Realty Investment Trust’s mixed-use projects (Washington, DC)
Birkdale Village (outside Charlotte, NC)
Original suburban plan for the future site of Southlake Town Square near Dallas, Texas
Courthouse square area of Southlake Town Square
Santana Row (San Jose, California)
Retail leasing plan for Baldwin Park Village Center (Orlando, Florida)
Village center plan for Baldwin Park Village Center (Orlando, Florida)

Source: Torti Gallas CHK