Beauty and the Beast

Planning by Design or by Market Reality

Jay Demma, Perkins+Will
Mike Lamb, LHB, Inc.
“The city is the largest man-made artifact in human history. It is a political association manifest as a collective work of architecture built over time. A city contains two orders: a Political Order and an Economic Order.

The Political Order is a framework of common elements owned collectively. The Economic Order consists of individually owned parcels and their occupants within that collective framework.”

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<tr>
<th>Mine</th>
<th>Yours</th>
<th>His</th>
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<td>Theirs</td>
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<td><strong>Really Important Thing</strong> (that insures our well-being) in its own collective (public) space.</td>
<td>Theirs</td>
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Figure 1. Diagram of Political and Economic Orders
CITIES
Religious, Agrarian & Imposition
Gobekli Tepe: Oldest known human settlement
Roman Town: Cosa, Italy
Law of the Indies
CITIES

Post Industrial, Suburbs & Planning
Ebenezer Howard’s Model for a Garden City
Letchworth Garden City by Parker & Unwin
John Nolen: Madison, A Model City
John Nolen: Venice, Fl
CITIES
Post Industrial, Suburbs & Planning
1890—The period from 1880 to 1890 was one of rapid expansion. More than 70,000 miles of new lines were opened in that decade, bringing the total network up to 163,397 miles. By 1890, several trunk line railroads extended to the Pacific. In thirty years from 1860 to 1890, the total mileage of the region west of the Mississippi River increased from 2,175 to 72,389, and the population of that area increased fourfold.
Figure 250. Plan of Pullman, Illinois: 1885.
Le Corbusier’s Radiant City
CITIES

Evolved from agriculture & religious settlements
To
Forms of imposition and security
To
Industrialization and City Beautiful movement
To
Plans focused on health, welfare & socialization
To
The living machine, post WWII and suburbs
$14 Billion Deal for Texas High-Speed Rail Construction

Italian construction giant Salini Impregilo will build the high-speed rail route connecting Houston and Dallas.

September 17, 2019, 11am PDT | James Brasuell | @CasualBrasuell

Property Tax Increase Proposed to Fund Affordable Housing in Vancouver

What $4 in increased property taxes in the Vancouver region could buy in terms of affordable housing development.

September 20, 2019, 10am PDT | James Brasuell | @CasualBrasuell
Comprehensive Plans & Policies

Comprehensive plans are the foundation for how we want our communities to grow and change. More and more communities have identified a greater emphasis on quality of life and sense of place, in many cases providing very detailed descriptions of what new town squares and city centers should be like.
Beauty and the Beast
Planning by Design or by Market Reality
MARKET:

A place or system that facilitates transactions between persons in pursuit of basic needs

~ Jay Demma
Markets...

- often set prices for goods and services
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- can fail miserably
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- adapt to government regulation

Illustration of high-rise setback regulations
Markets...

- Often set prices for goods and services
- Can fail miserably
- Adapt to government regulation
- Can be intentionally manipulated
Markets...

- can be formal or informal
Markets...

- can be formal or informal
- are highly time sensitive

The Real Estate Cycle:

- Accelerated New Construction
- Oversupply
- Increased Rent & Prices
- High Vacancies
- Low Vacancies
- Absorption of Excess Supply
- Declining Prices, Rent, Construction
Markets...

- can be formal or informal
- are highly time sensitive
- have a strong geographic quality
Accessibility

ease of reaching multiple destinations

Walk Score 97
Walker’s Paradise
Daily errands do not require a car.

Transit Score 63
Good Transit
Many nearby public transportation options.

Bike Score 97
Biker’s Paradise
Mobility
ability to move freely and easily

30-minute travel times in different transportation eras
Markets differ in size (geographically and demographically)

Walter Christaller’s Central Place Theory
LOCATION!
LOCATION!
LOCATION!
PHILADELPHIA
2 miles
Central square reserved for civic buildings
Four squares for public recreation
Large lots for gardening and ‘country living’
Wider streets for commerce and transportation
18th and early 19th century economy is oriented to the Delaware River
10-minute walking distance from Delaware River forces development north and south of original plat – and limits westward expansion until new forms of transportation
SUMMARY POINT
“Urban planners design too much, while economists cede too much to the market. The answer lies in between.”
Beauty and the Beast

CASE STUDIES: Northstar Station Plan; Ford Site Development; Clover Field; New Neighborhood
Northstar Station Area Plan & Design Guidelines

40 Townhouse
14 Live/Work Units
287 Apartment/Loft Units
15,000 SF Retail Space
50,000 SF Office
APA Awarding winning guidelines vs current development plan
Northstar TOD Station Site

Should the guidelines been less definitive and more general? If so, why? Timing?
Should the local government have codified the guidelines so the developer would have to had been more specific as to public open space and unit types?
Do you think the developers plan is a successful response and if so, why?
Should the developer have been brought in before the guidelines were prepared?
4.4 Zoning Districts

Ford Site Zoning & Public Realm Master Plan
September 2017

ZONING DISTRICTS
- River Residential (48' Max)
- Residential Mixed Low (55' Max)
- Residential Mixed Mid (65' or 75' Max)\(^2\)
- Residential Mixed High (75' or 110' Max)\(^2\)
- Business Mixed (75' Max)
- Gateway (65' Max)

Note: Zoning districts extend to the centerlines of Rights-of-Way

\(^{1}\) Maximum height up to 75' with setbacks per Table 66.931(b)
\(^{2}\) Maximum height up to 110' with dedicated parkland per Table 66.931(c)
Professional studies

A total of 14 professional studies conducted by the City and additional studies by Ford Motor Company have examined a wide range of topics, such as the potential of industrial reuse, a geotechnical analysis of the tunnels under the site, open space priorities, sustainable design, stormwater management, and traffic impacts.

The studies were essential to understand opportunities for and limitations on the redevelopment of the site—economically, environmentally, socially, and within the context of the community. The studies identified infrastructure efficiencies, cost-effectiveness, opportunities for environment design and conservation, and how to strike a balance between development and the creation of vibrant public spaces.

1. Ford Site Transportation Study (2016)
4. Sustainable Stormwater Management Study (2016)
10. The Roadmap to Sustainability for the Saint Paul Ford Site (2011)
Ford Site Zoning & Public Realm Master Plan
Ford Site

Did the city over-reach with zoning and development requirements?
Does the established street/block/district pattern provide predictability or is it too rigid?
How do you think the site/zoning plan will respond to different market demands in the future?
Clover Field

City generated guidelines based on traditional neighborhoods in Minneapolis & Saint Paul; appropriate for the suburbs of Chaska? Why haven’t we seen more development like this in Chaska or similar suburban areas?
RiverWest by AECOM
$788 million development
$80 million in public funding
1.2 million SF of office space
300 apartments
150 hotel rooms w/60 condos
1,500 parking stalls
AECOM Site

Should the goal be development in the short-term even if it means compromising the plan?
If the plan meets the community vision, but development needs to be delayed due to the market, how long should the community wait for development?