

CNU XVI

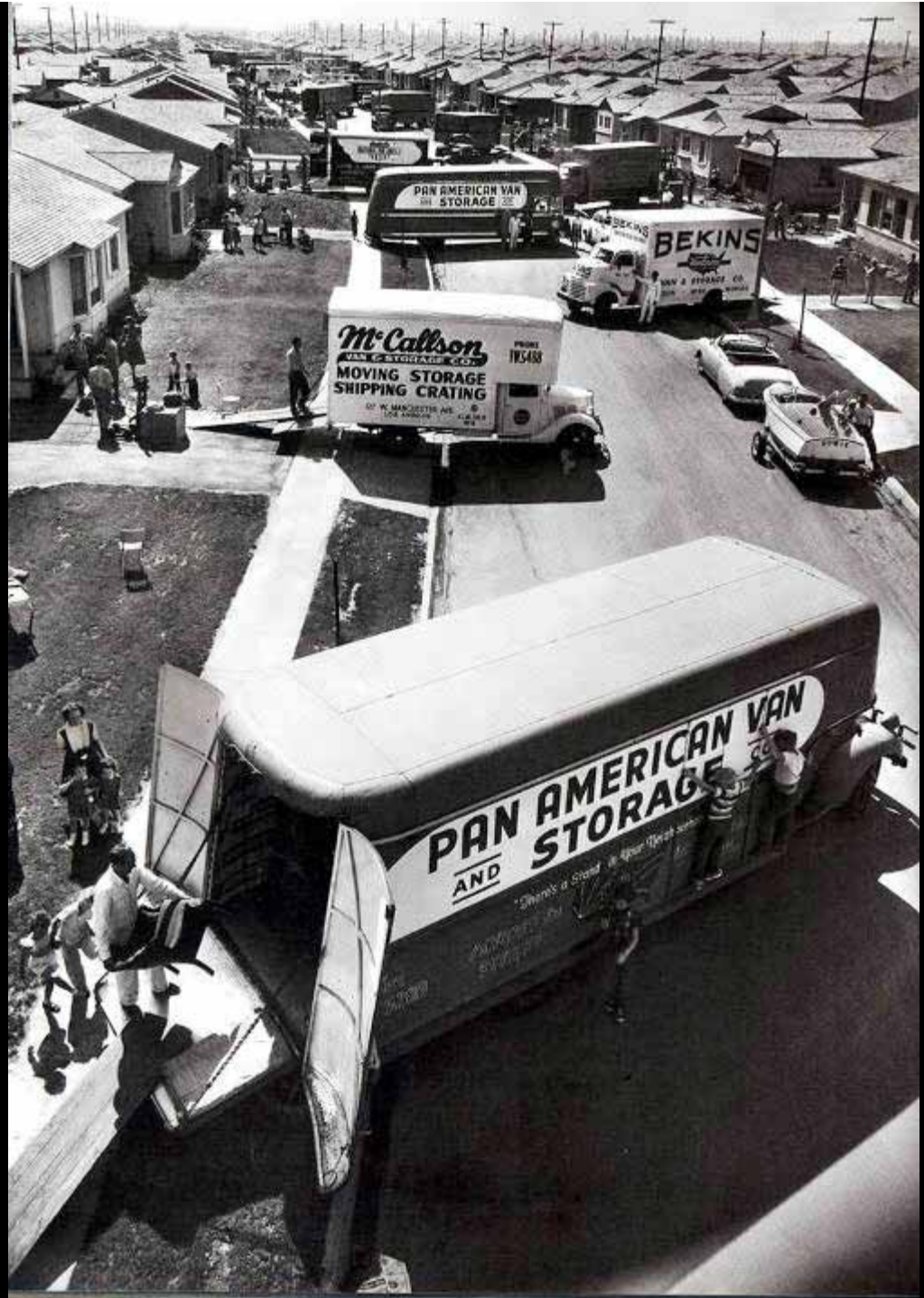
Enabling Great Streets

Land Use & Development
Opportunities



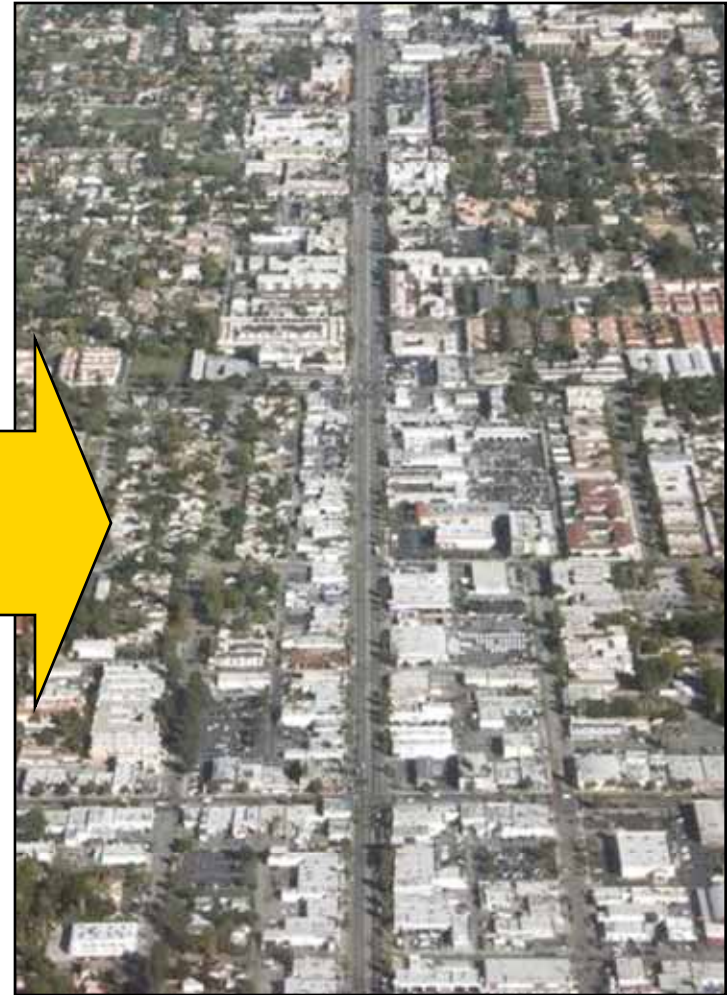
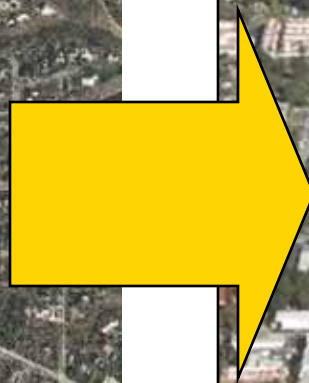
Forces of Change
that have begun to condition **the
restructuring of the suburban city**
present a variety of opportunities
to **enable great streets.**

The Advent of Suburbia

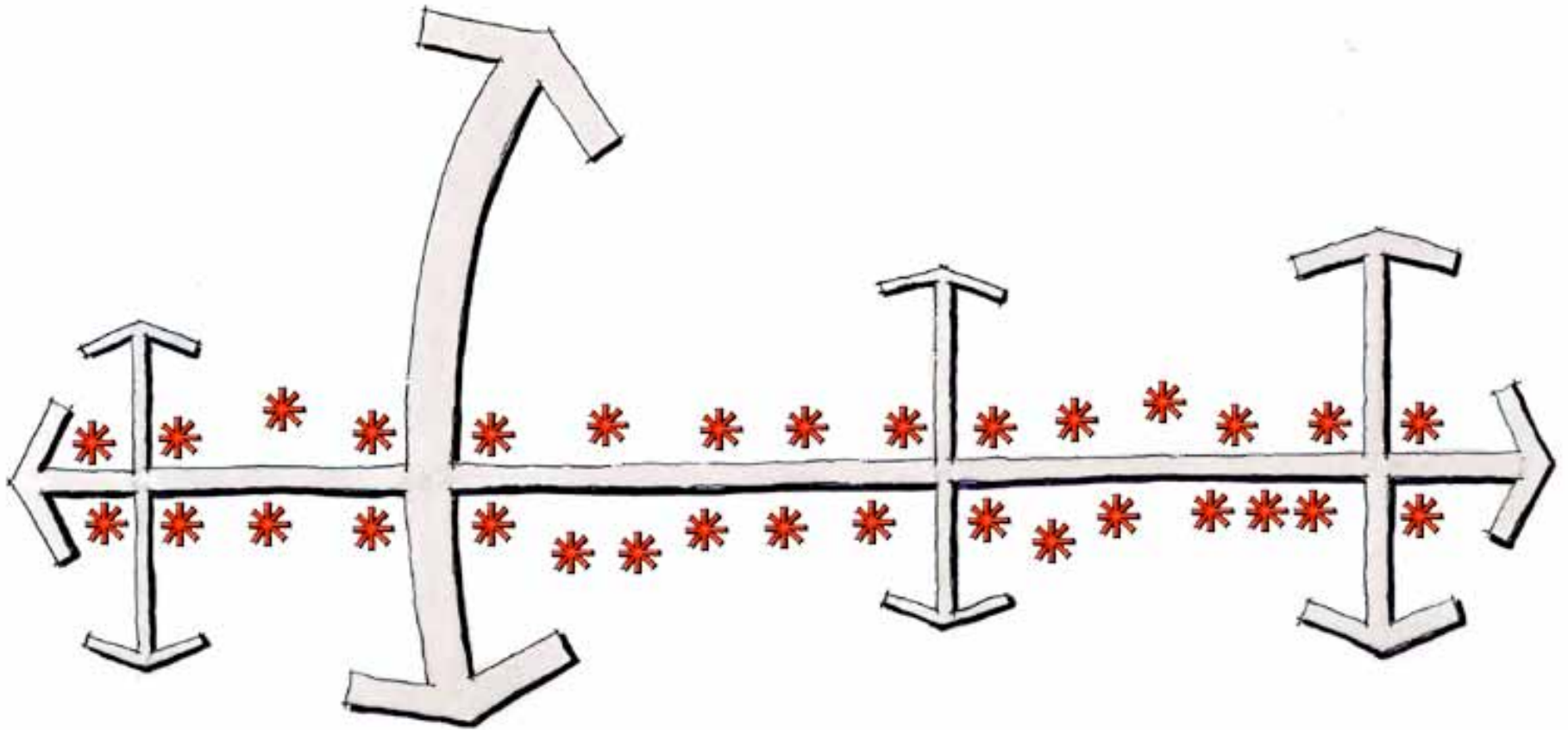




Downtown District to Linear Strip



"The Strip"



A linear pattern of commercial development along suburban arterial roadways









Common Complaints

Discourages Walking, Bicycling, Transit Use

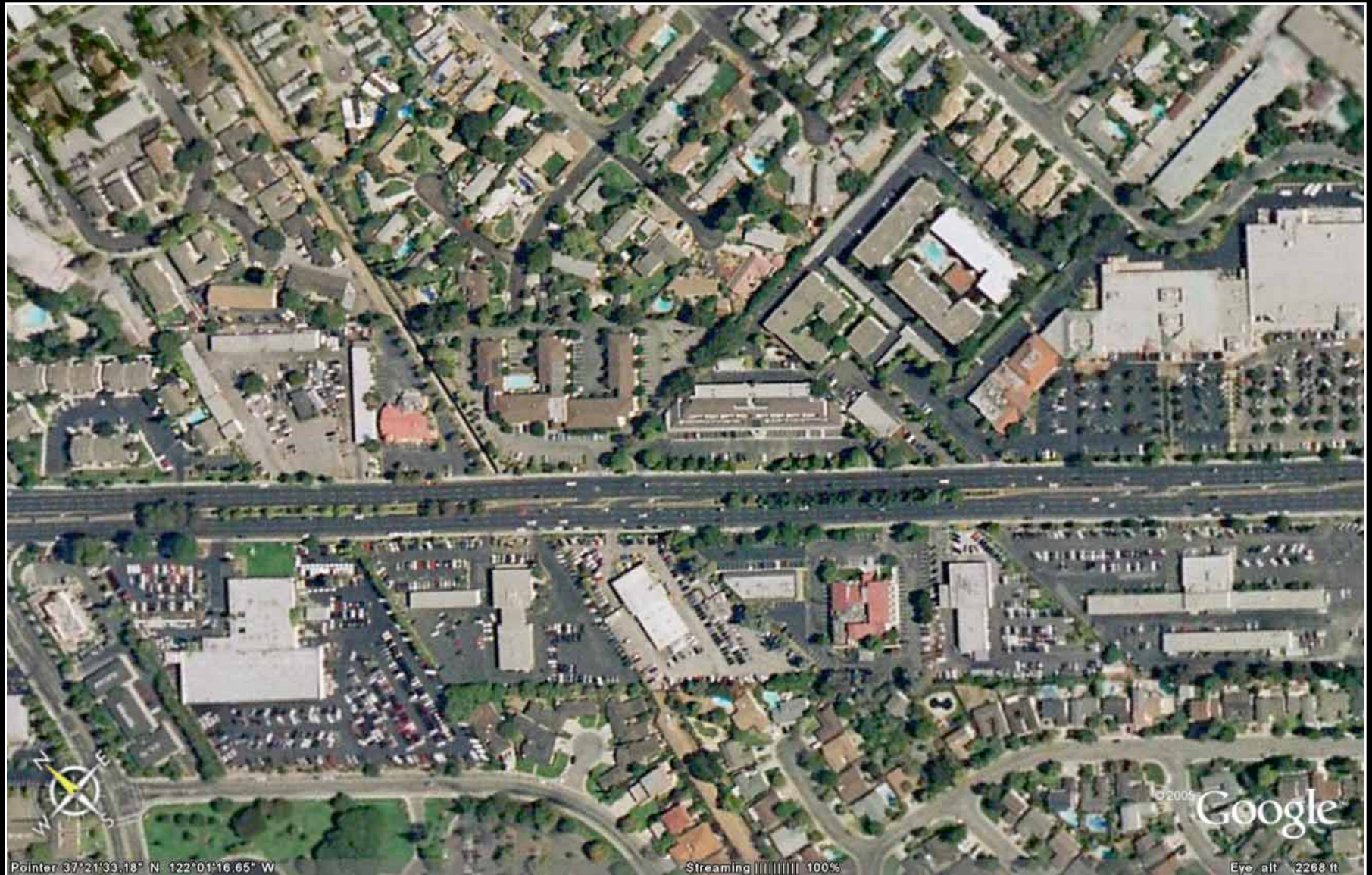


Most Visible Yet Unattractive Part of the City



Inefficient Use of Land

Hastens the need to move the UGB



Vast Oversupply of Retail Properties



Competes with Downtowns

or prevents their development



Traffic is Congested

Too Many Conflicts; Movement not "Smooth"



Epitomizes the **unsustainable** qualities of suburban sprawl



Environmental Impacts:

Rapid, accelerating land consumption

Air pollution

Heat Islands, Climate Change

Rapid depletion of precious fossil fuels

Impervious surfaces, water runoff, depletion of water resources, wildlife diversity

Forces of Change undermining the Strip

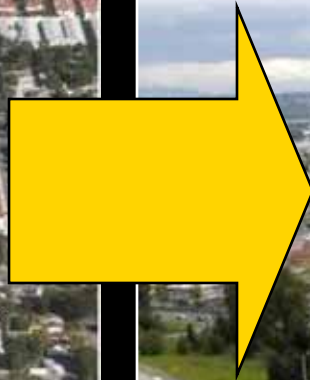
60s/70s: Highways Undermined the Strip



80s/90s: Enlarged Retail Formats



Strip **to** Interchange & Major Intersection Clusters

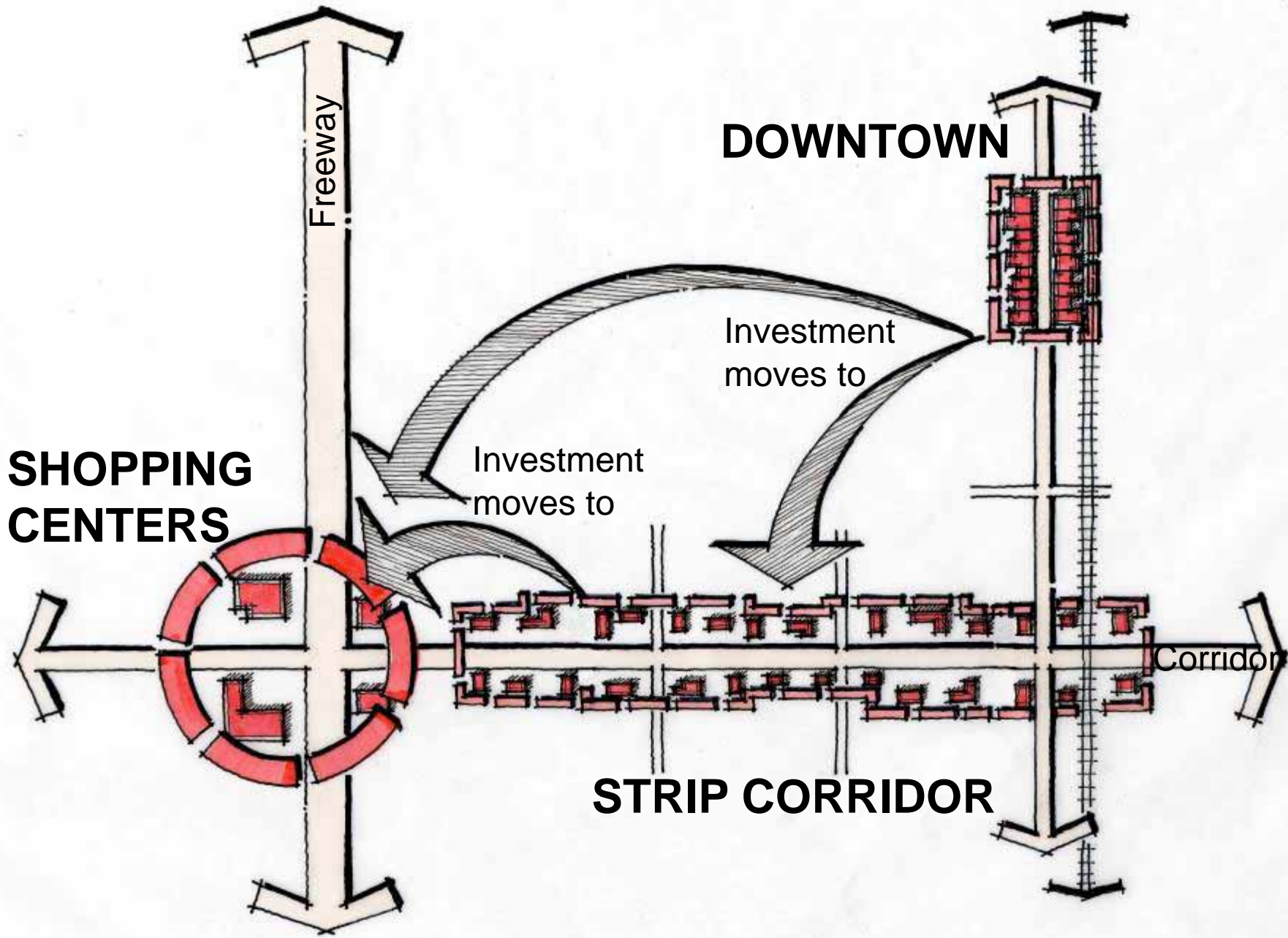


Current Preference for Anchored Urban Formats (“Lifestyle Centers” - “City Centers”)



These crossroads-located
centers have been
draining economic vitality
from retail properties
located everywhere else.

(and there is not much physical value in place)



Freeways + Mall + New City Center *Undermining the Strip*



Disinvestment *Disadvantageously located properties*

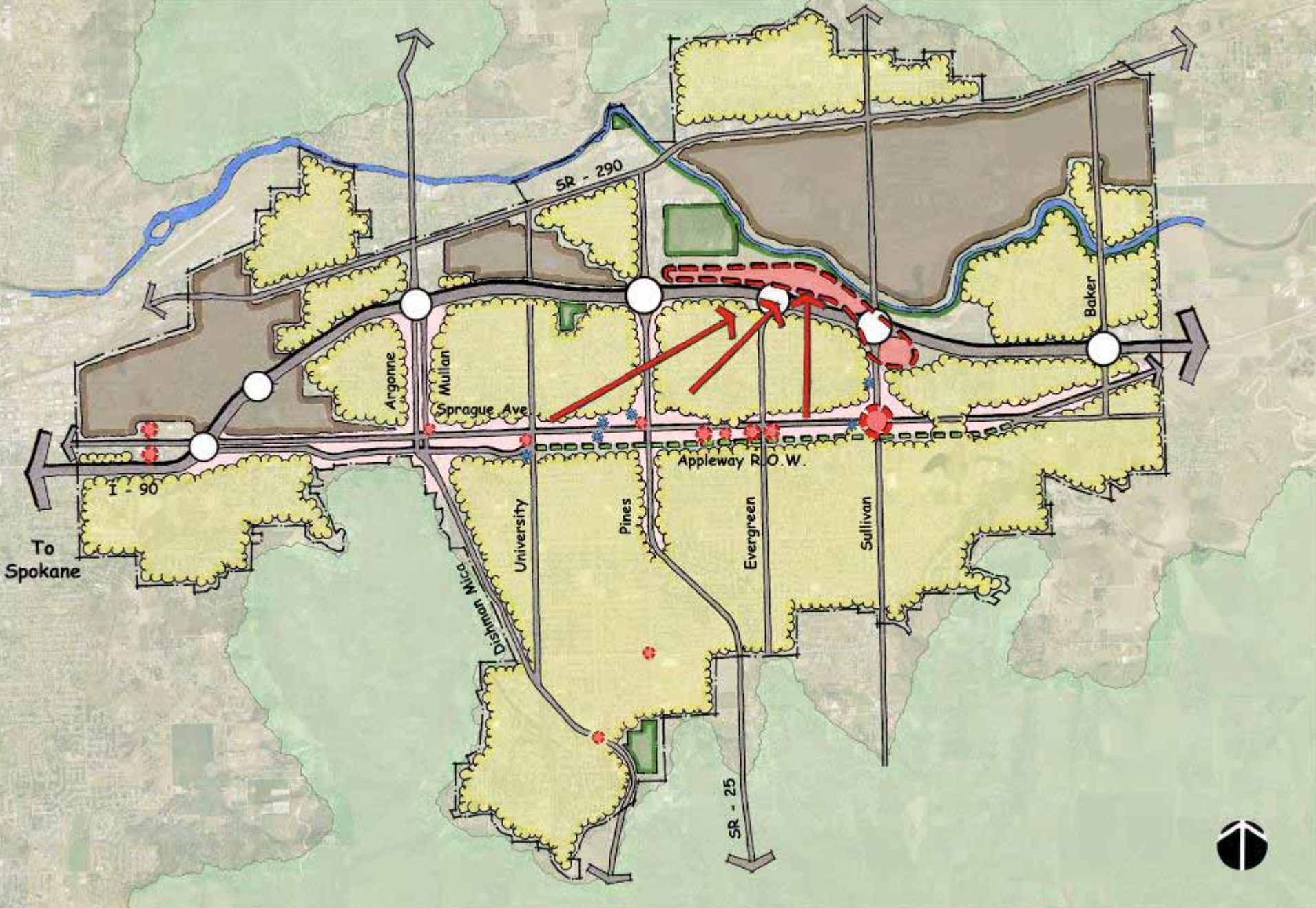


Disinvestment

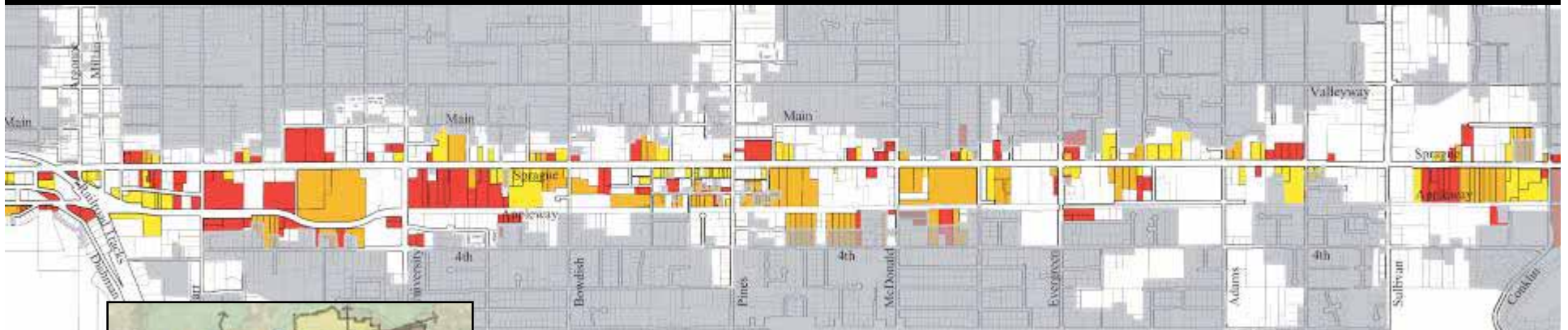
*Disadvantageously
located properties*



Retail Concentration at Freeway Off-Ramps **Undermining the Strip**



Disinvestment along a growing number of suburban strip corridors **is fairly advanced**; The potential for change is substantial.



Disinvestment: *Map of “Vulnerable Properties”*

Forces of Change:

The market/financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.



To re-align the Corridor with the contemporary marketplace, the community must plan the transition



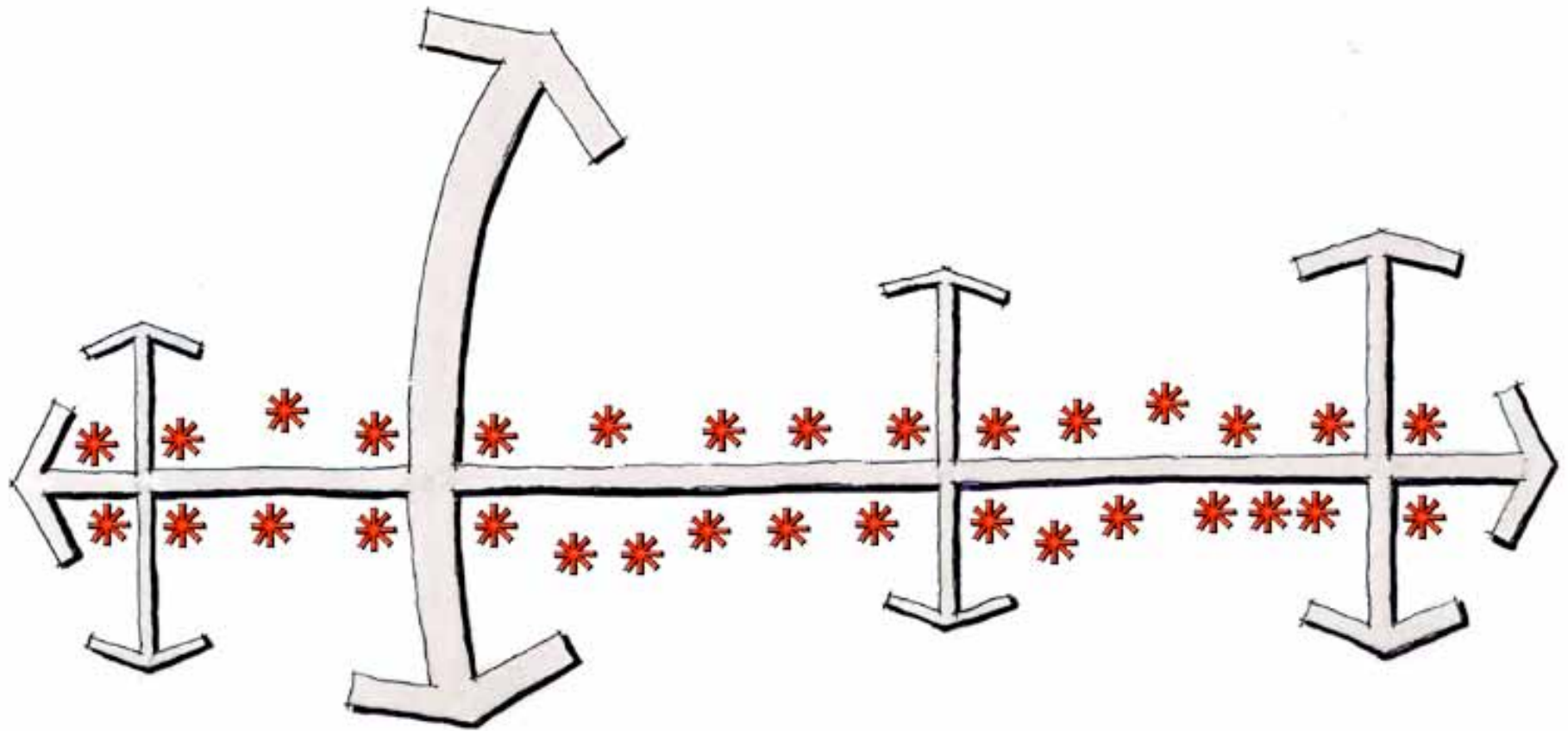
5.2 miles; 832 properties

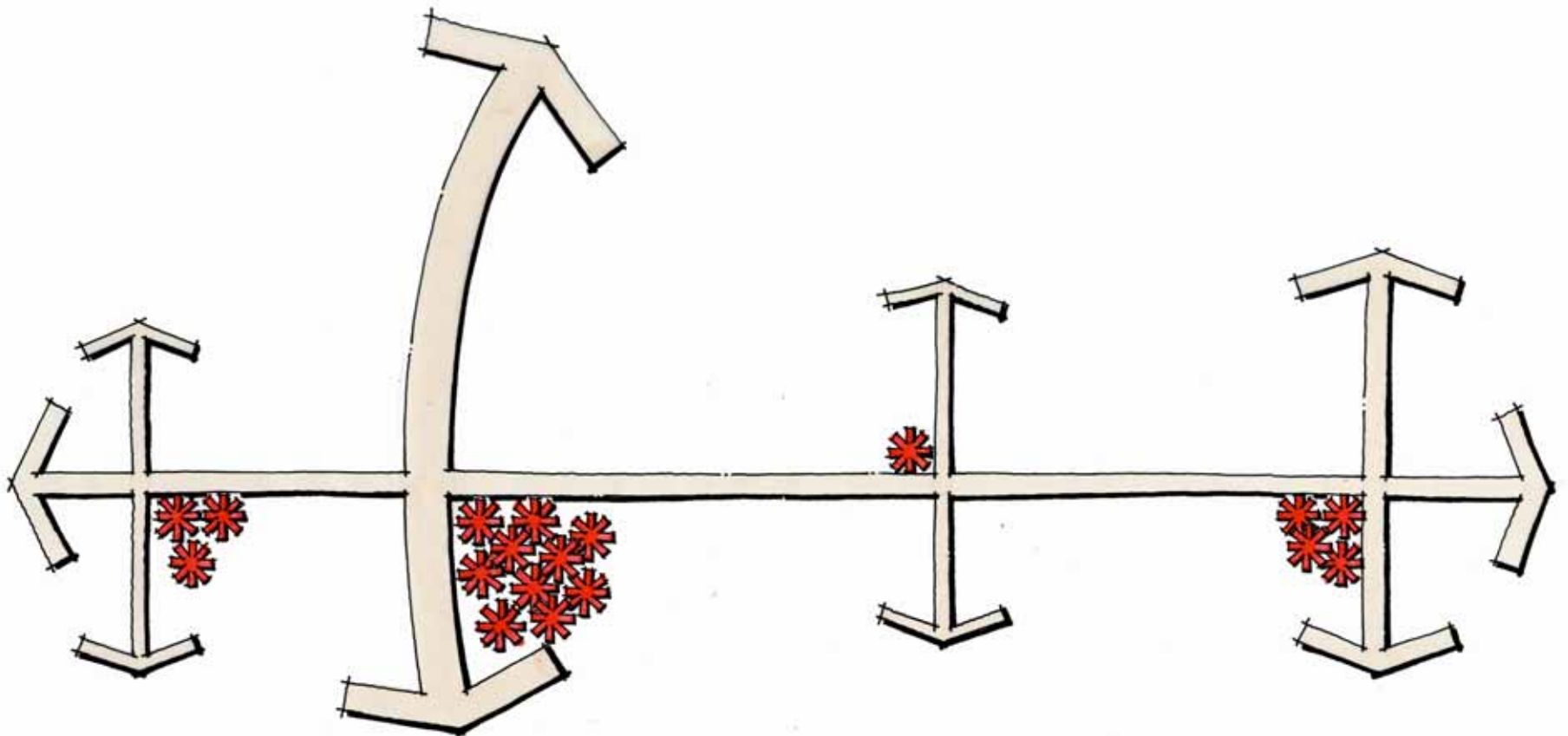
Since these changes are being driven primarily by **changes in retail formats**, the plan should begin by promoting the restructuring . . .

1.0 From Strips to Centers

1A. Accommodate the market's
preference for retail
concentrations at major
crossroads

Falling out of Favor: Linear Strip format

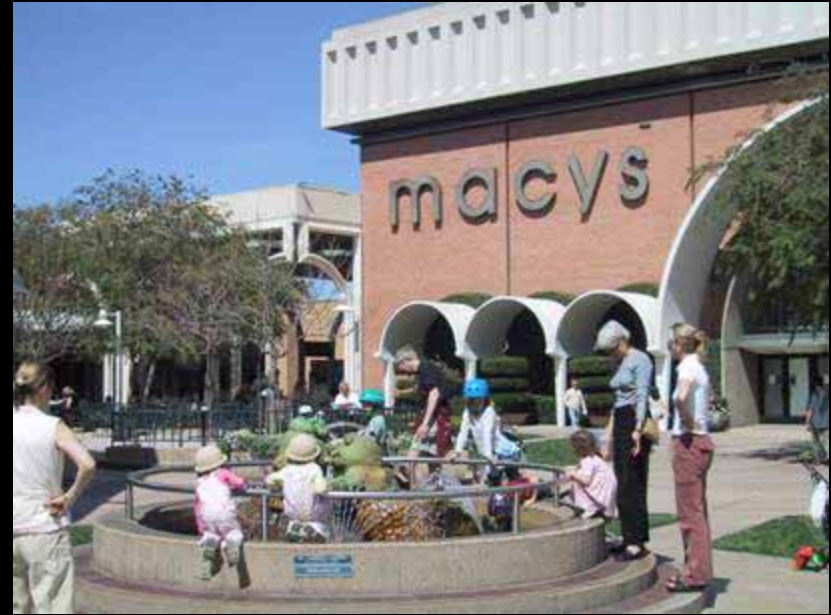




1B. Plan the corridor retail as
part of a supportable
city & regional
hierarchy of centers.

“Hierarchy of Centers”

Regional Center



Regional Center Retail

- Anchored by Fashion Department Stores; often includes Big Box and Superstore Retail, Category Killer and Power Center anchors; (preferably not supermarkets, pharmacies).
- Comparison shopping retail, especially clothing, specialty goods e.g. furniture, home improvement, etc.
- Entertainment and Recreation uses and anchors.
- 700,000 – 1,000,000 s.f.
- 12 – 15 mile trade area; minimum of 150,000 households.
- Must be on interstate highway.

City Center /Downtown



City Center (Downtown) Retail

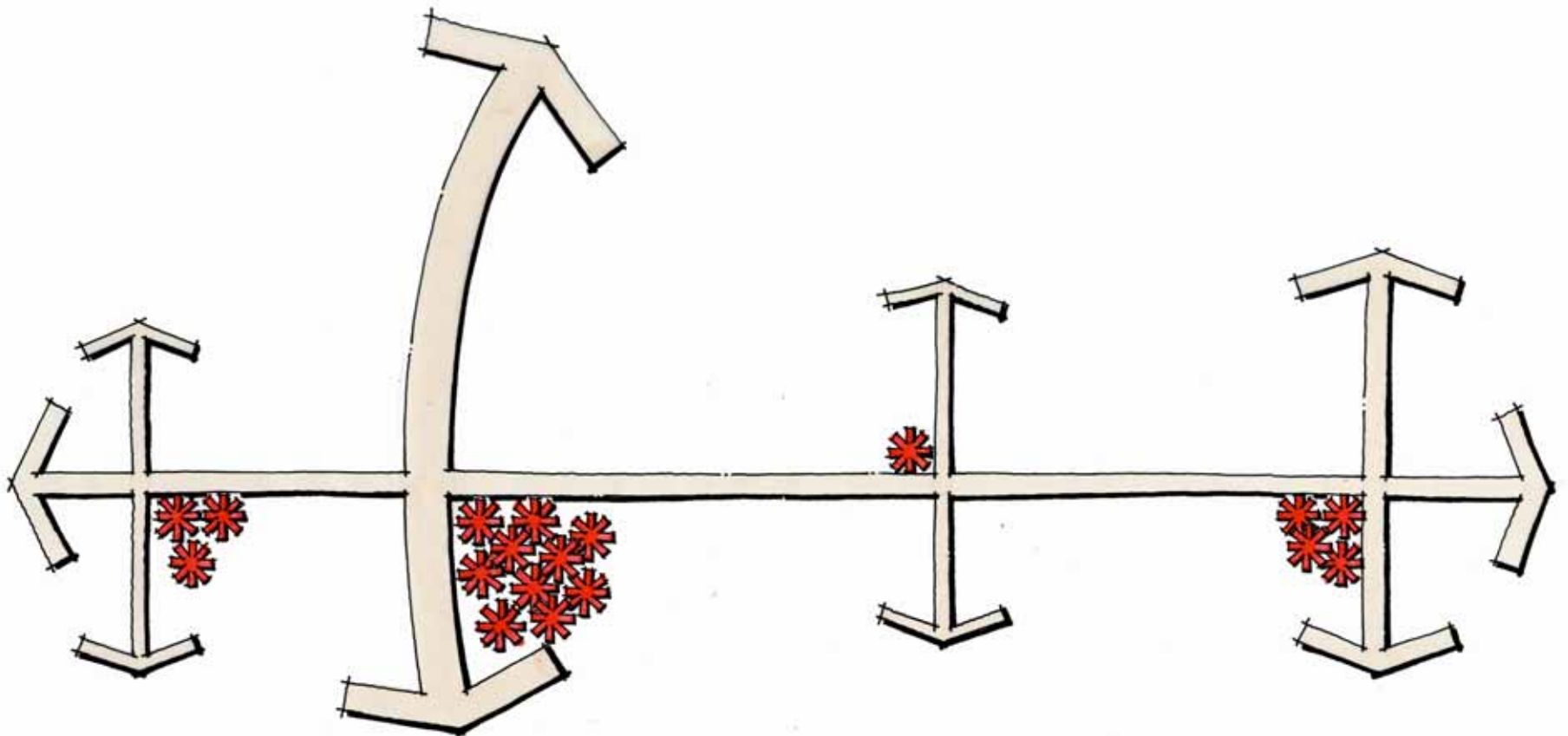
- **Retail Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- 5 – 7 mile trade area; requires 30,000 – 50,000 households.
- **Mixed Use**: Upper levels & adjacent blocks must include housing, office, lodging.

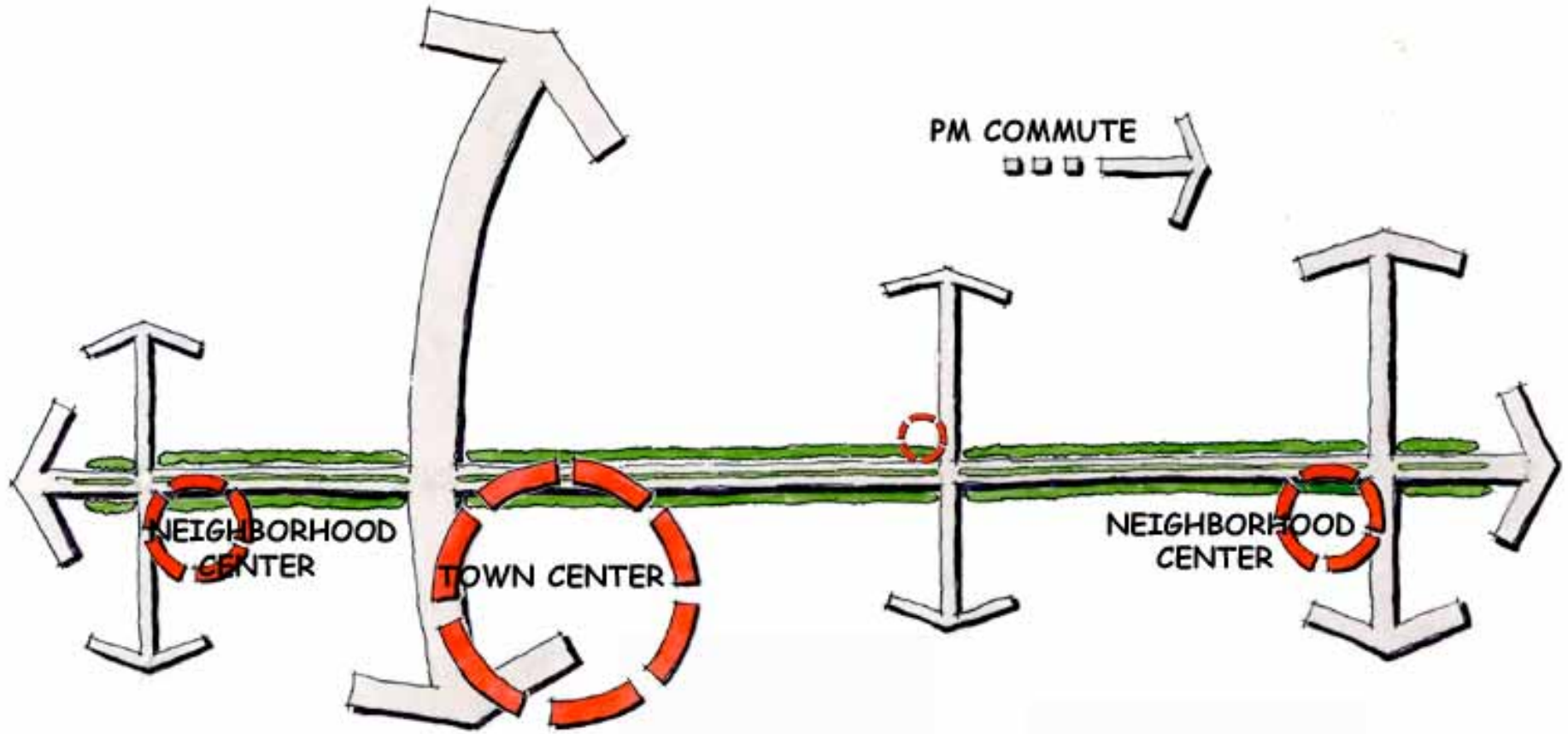
Neighborhood Center



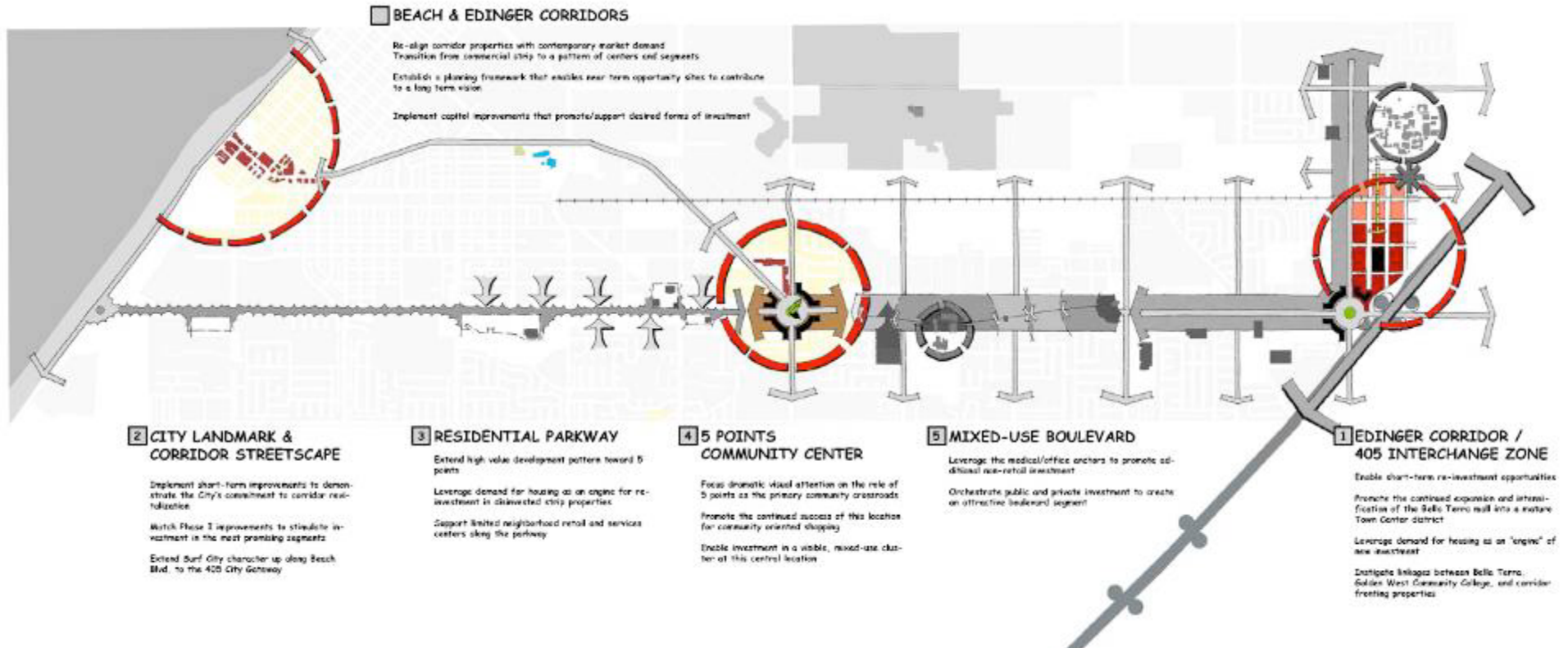
Neighborhood Center Retail

- Neighborhood service retail & services featuring *contiguous* small scale shopfronts.
- 10,000 - 25,000 s.f. for unanchored center.
- Anchored center: **Supermarket** up to 65,000 s.f.; total 60 – 90K s.f.
- 1 to 2 mile trade area: 5,000 – 8,000 households needed.





Pattern of City Centers

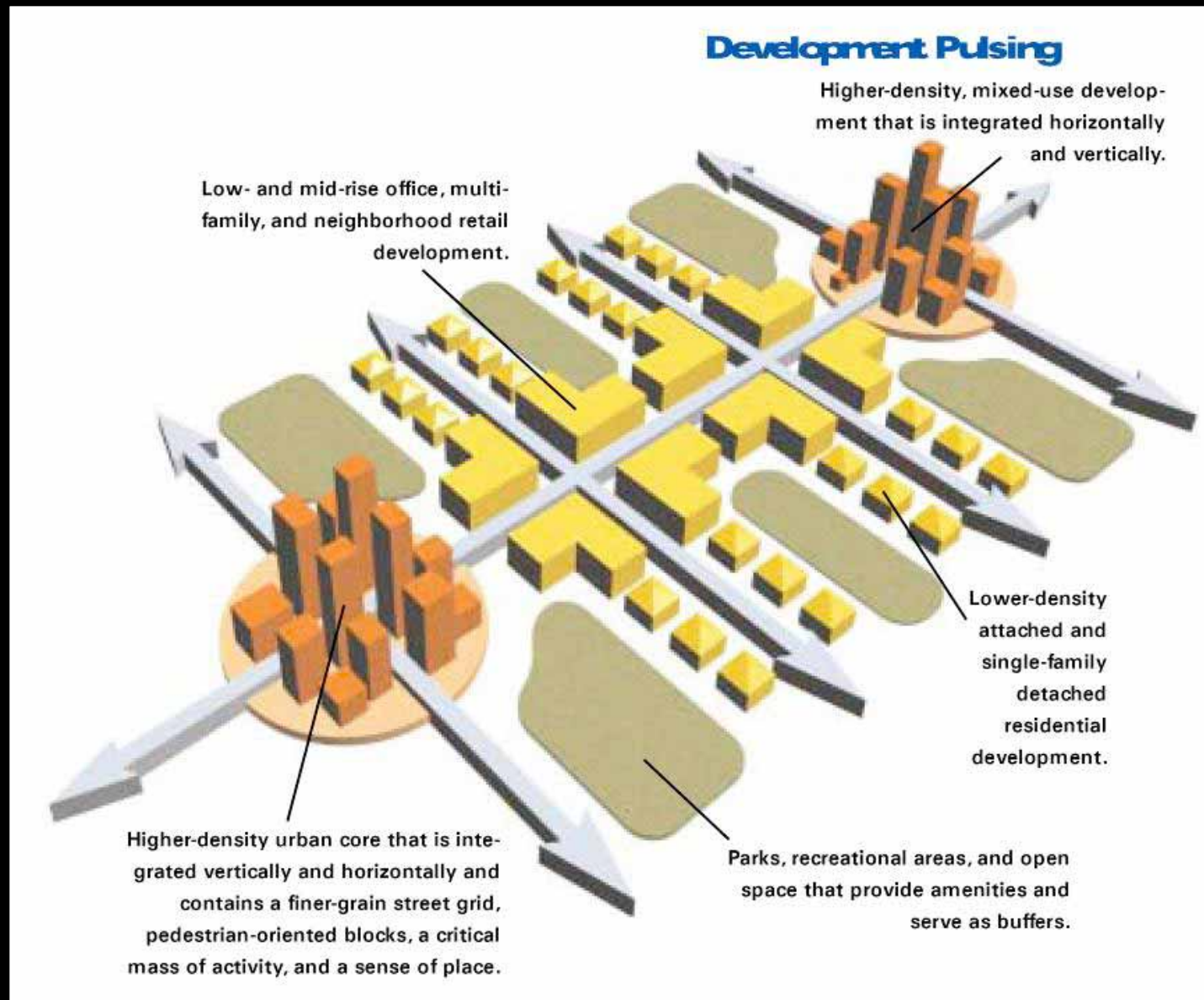


1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

1C. Design Real *Centers*.

Real Centers are the Heart of the
Neighborhood/City/Region

Real Centers are concentrations of activity, synergy, and mix



Source – ULI: the current consumer & investor preference AND more sustainable

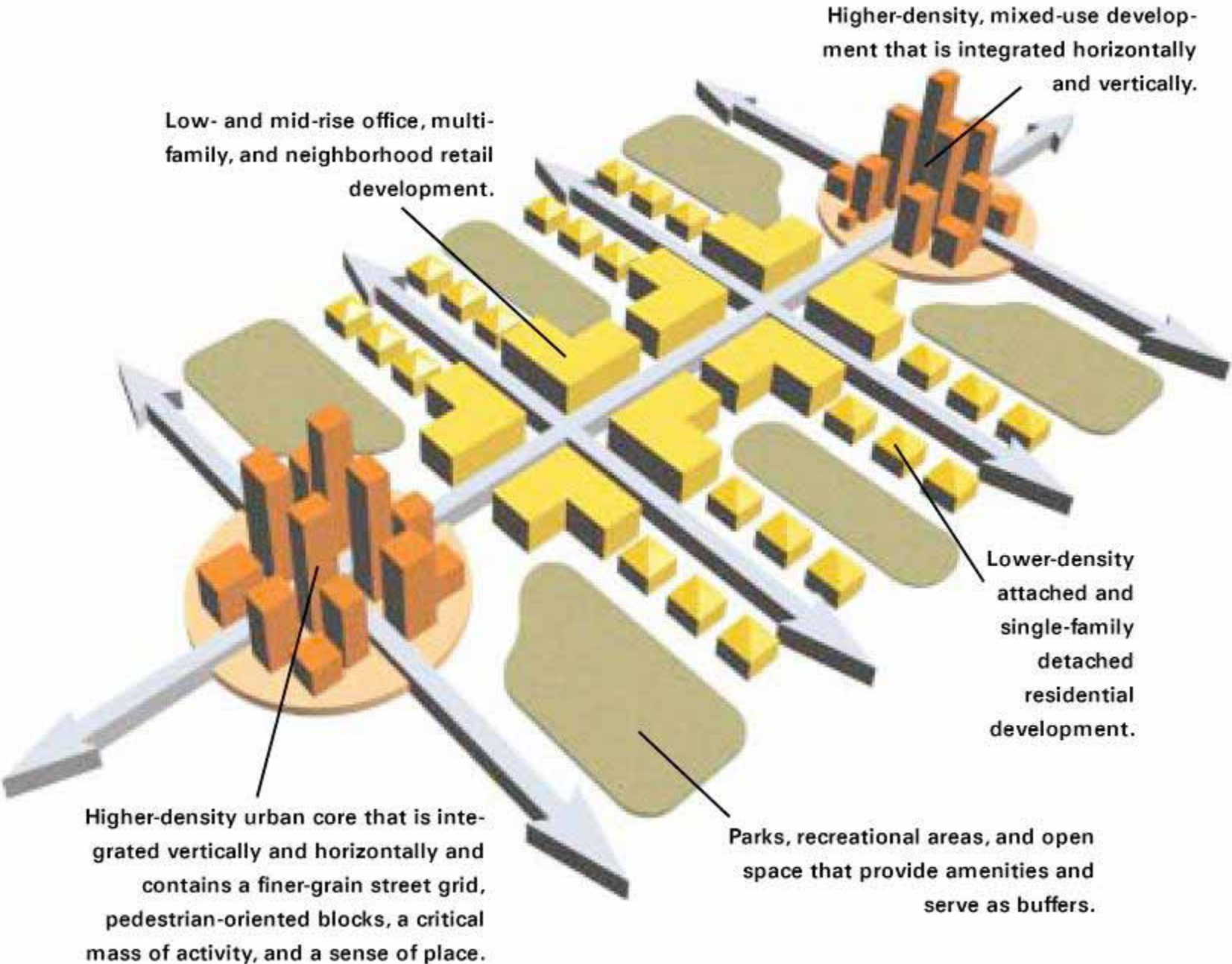
Real Centers are nodes
of **accessibility**



Real Centers are **Walkable**



Development Pulsing



Higher-density, mixed-use development that is integrated horizontally and vertically.

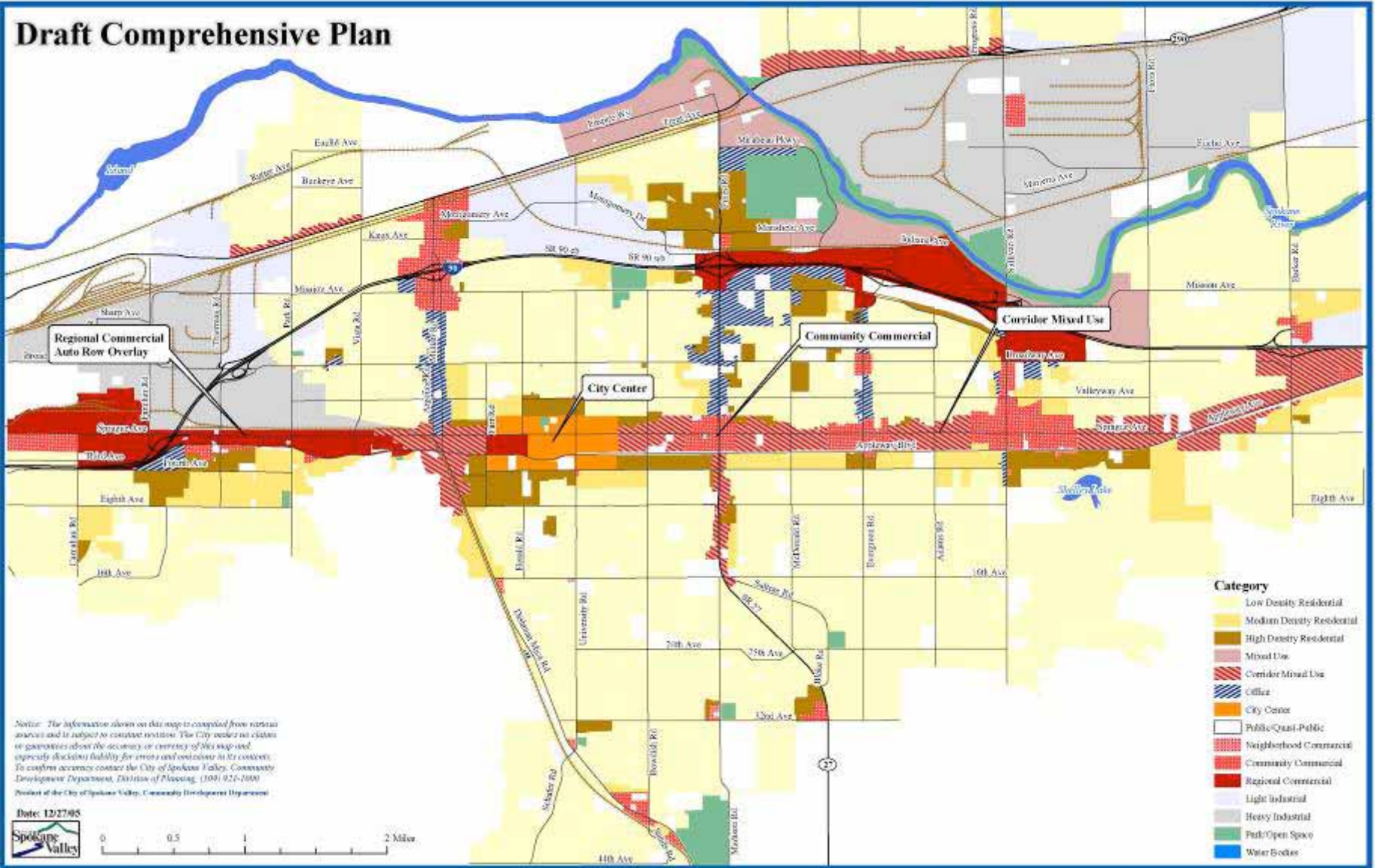
Low- and mid-rise office, multi-family, and neighborhood retail development.

Lower-density attached and single-family detached residential development.

Higher-density urban core that is integrated vertically and horizontally and contains a finer-grain street grid, pedestrian-oriented blocks, a critical mass of activity, and a sense of place.

Parks, recreational areas, and open space that provide amenities and serve as buffers.

Draft Comprehensive Plan



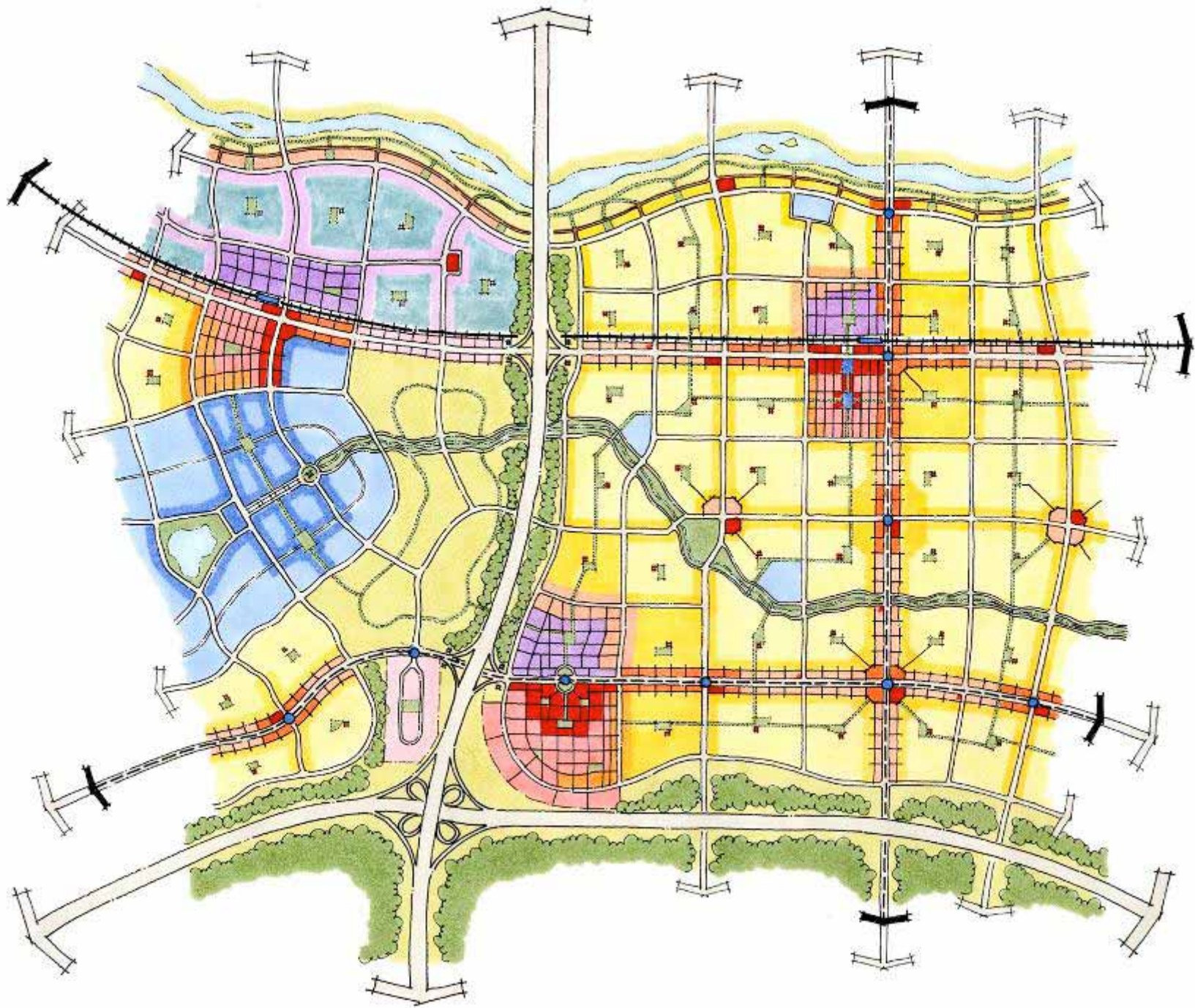


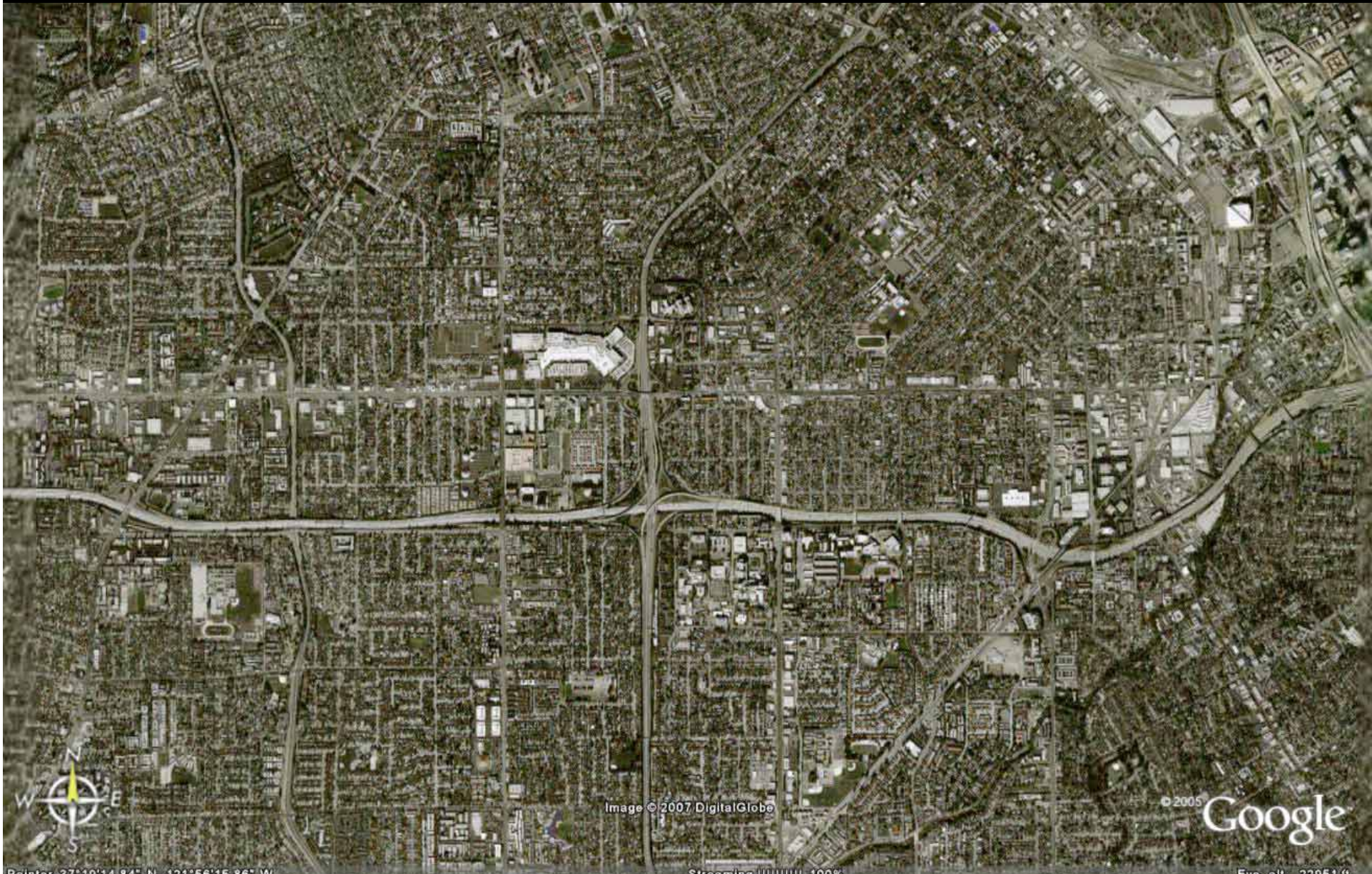
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Eye alt 443 ft

© 2005 Google





Pointer 37°19'14.84" N 121°56'15.86" W

Image © 2007 DigitalGlobe

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Real Centers center around the neighborhood/city/region's primary public and civic spaces



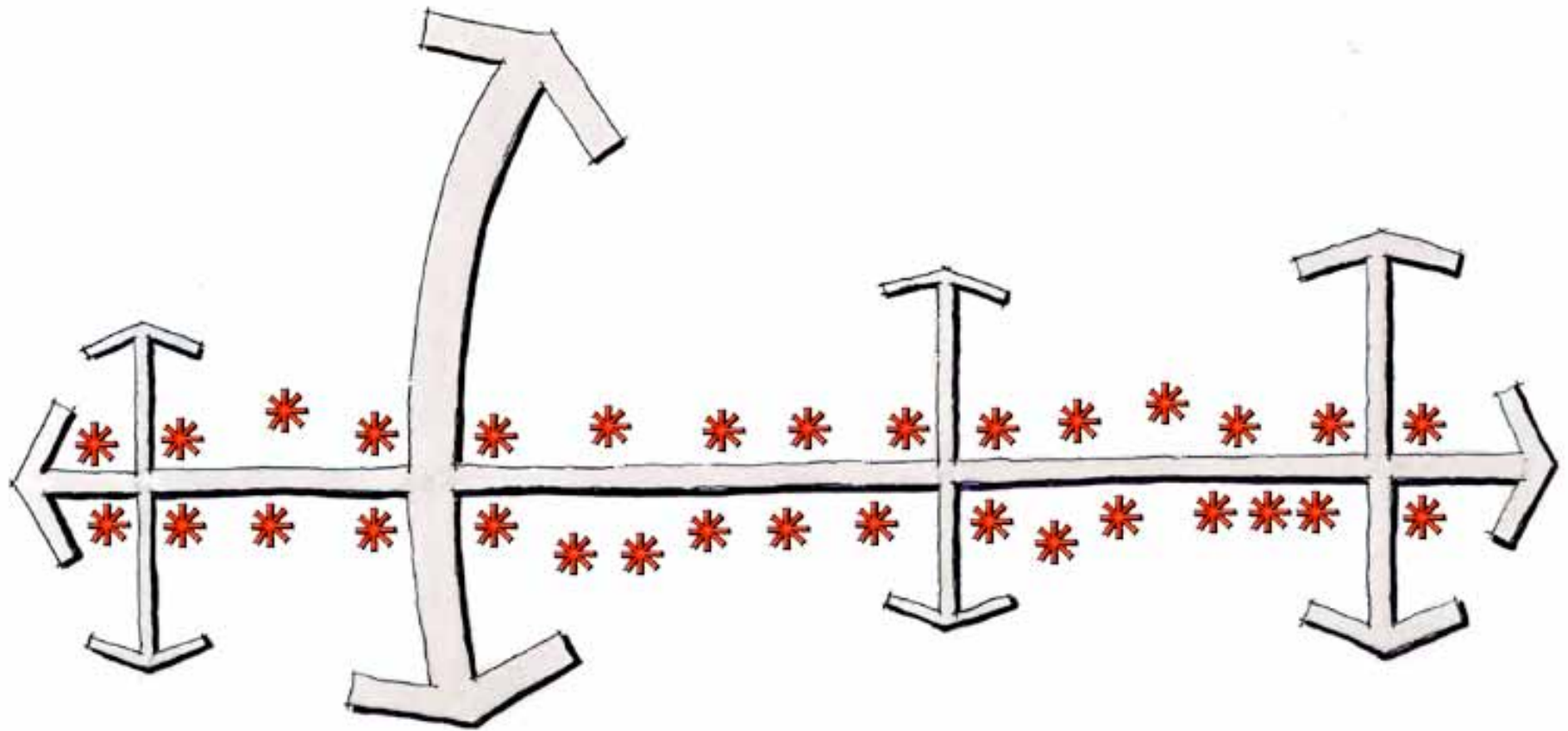
To re-align the Corridor with the contemporary marketplace, the community must *also* plan the transition. . . .

2.0 From Strips to Boulevards

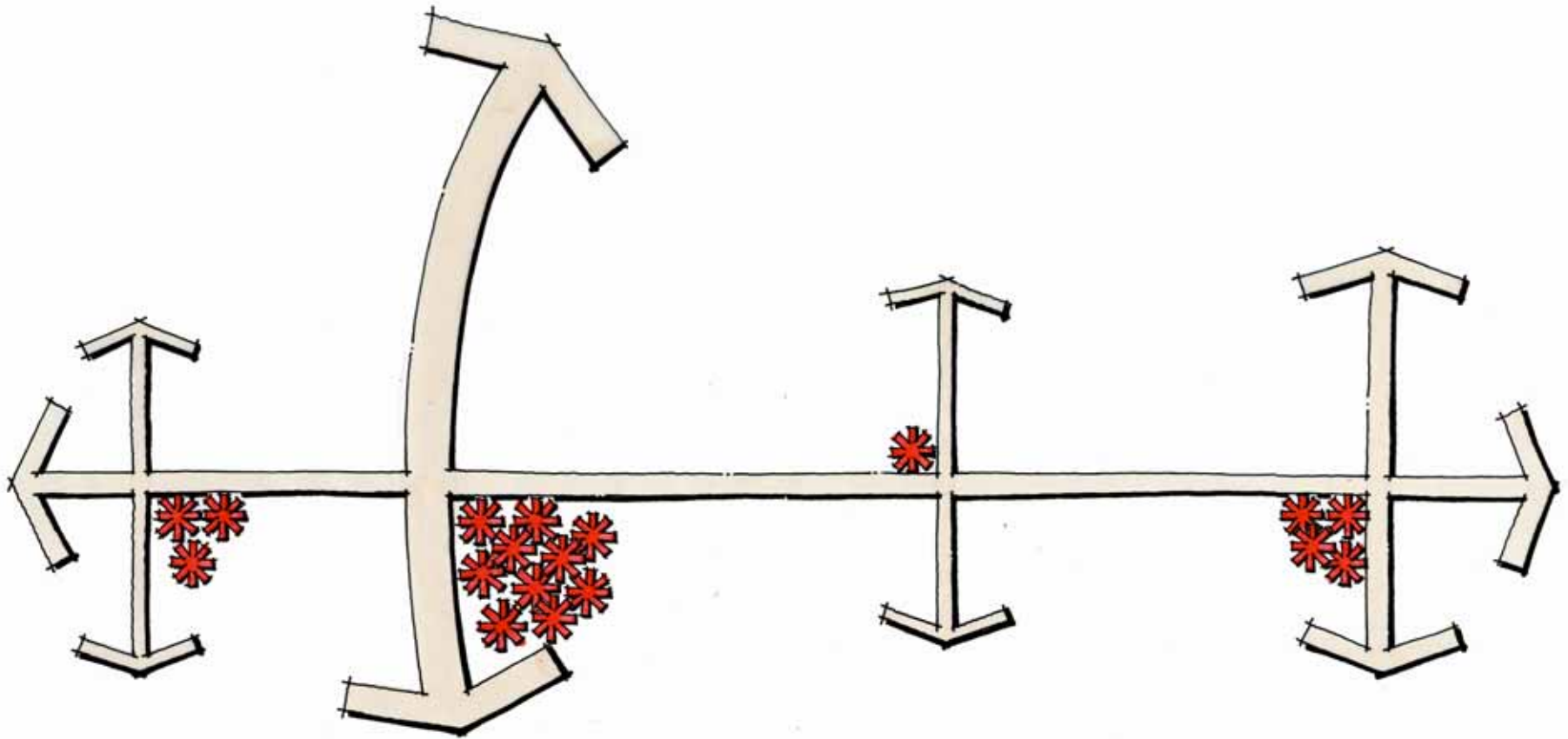
Retrofitting the Long Segments in
Between The Centers

2A. Reverse the creeping disinvestment by identifying the “highest and best use(s)” for the Corridor as a whole (and as part of a healthy city/region).

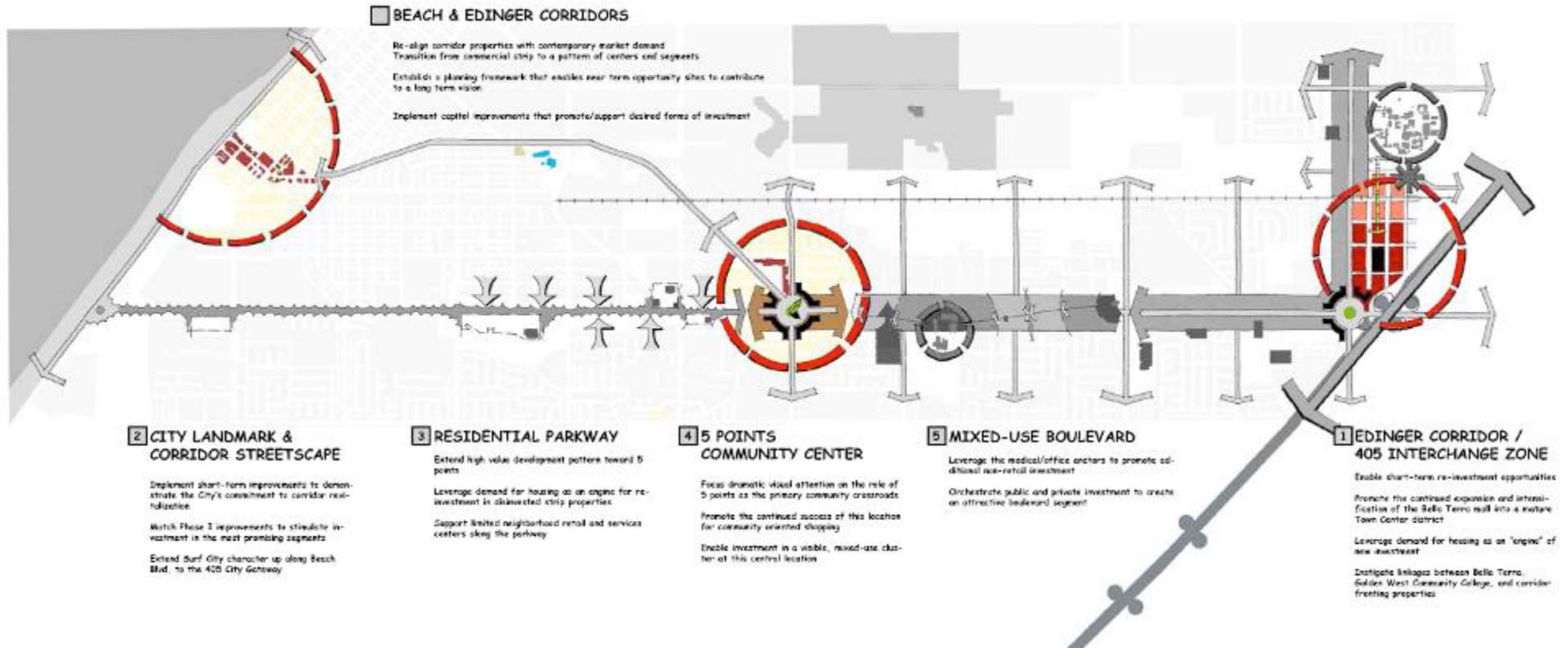
Falling out of Favor: Linear Strip format



Market Preference for Retail Concentrations at Primary Crossroads



Pattern of City Centers



1. The pattern of retail will be transformed from linear to nodal
2. Plenty of land is left in between the centers that is unappealing for retail investment
3. The pattern of retail clusters sets up the primary framework for the restructuring plan

Segments:

In Between the Centers

The Restructuring Plan must serve as an instrument for replacing disinvesting strip development with boulevard segments that dramatically improves the identity of the city.

How do we **create value** for
properties no longer
advantageously positioned for
retail investment?

2B. To maximize property owner return on property investments, extend residential entitlements to all/most properties along the Corridor.



Pre-existing Zoning – retail permitted

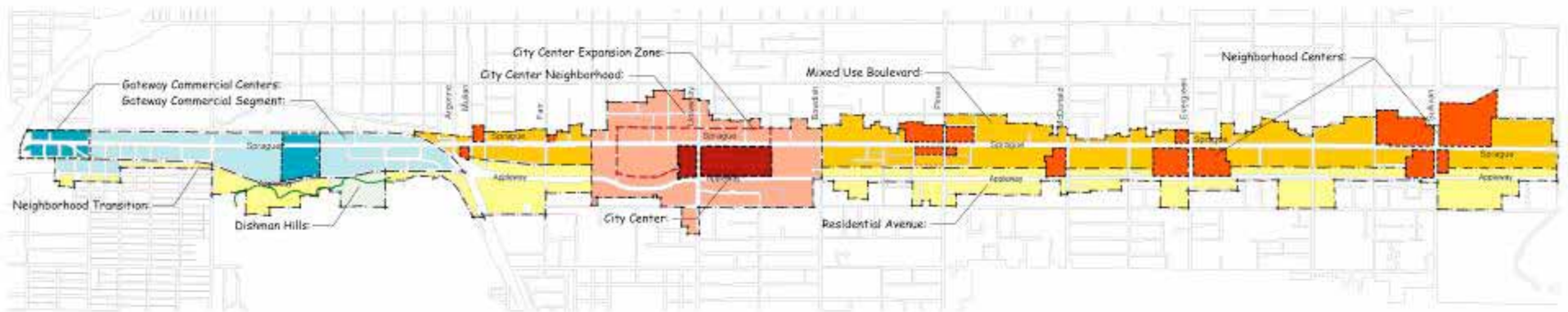


Supportable Pattern of Centers



Pre-existing Zoning – residential permitted

Pattern of Centers & Segments



Potential Assistance with Larger Municipal or Regional Objectives:

- **Use land more efficiently.** Respond to regional smart growth strategies by accommodating housing.
- **Expand the range of housing** types and the stock of affordable housing.
- **Match investment in transit infrastructure** with housing located along transit corridors; capture value of transit infrastructure investments by supporting housing along the corridor.

2C. “Organize public and private investment to foster the emergence of a “**Boulevard**” that

- Flatters the community;
- Captures value for property owners;
- Provides an appealing edge/seam between residential neighborhoods.

Boulevard (1)

Development Regulations must
Specify **Development Types**
that Pair Well with Wide
Thoroughfares





“Wide Roadway”

“Arterial”









Forgotten model: The Traditional American "Grand Residential Boulevard"













Neighborhood Street

Single Family Residential Development

Neighborhood Alley

Single Family Townhouse Development

Brentwood Boulevard



Residential Development Along Brentwood Boulevard

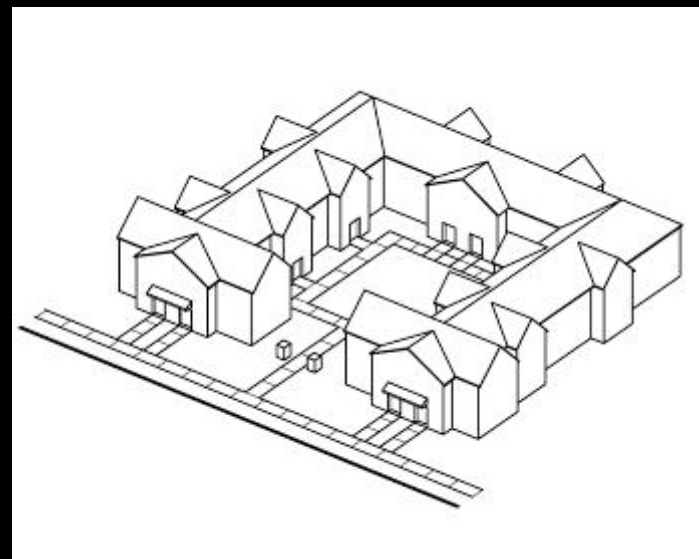
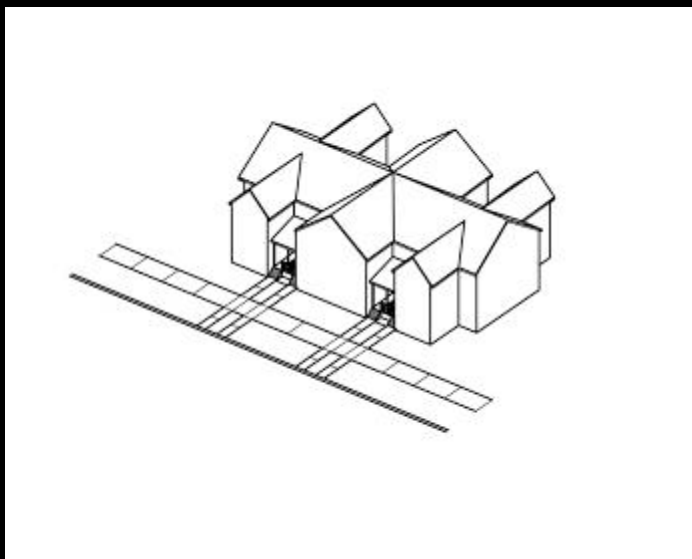
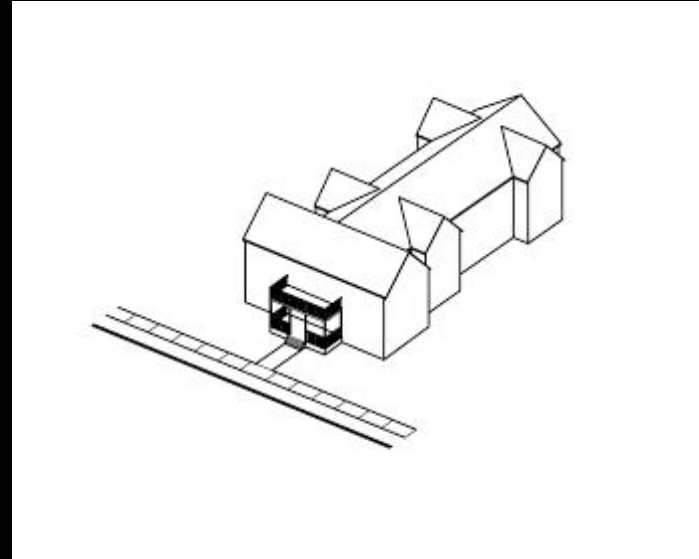
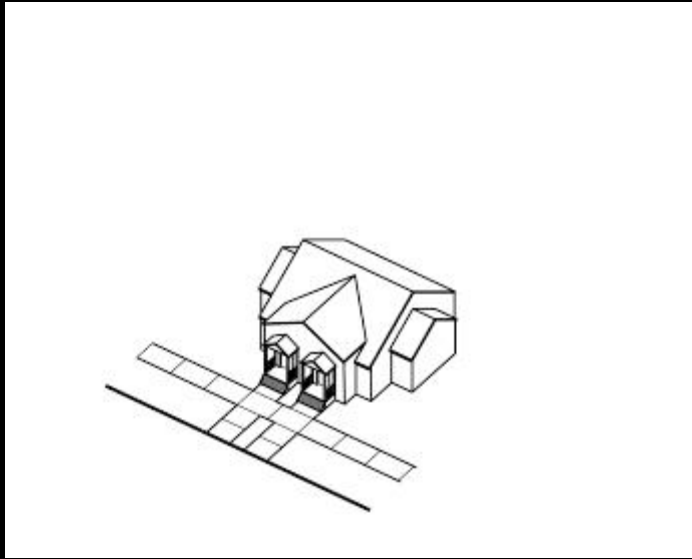
FREEDMAN
TUNG AND
BOTTOMLEY

Grand Boulevard (2)

Accommodate a wide range
of housing types and price
points

Wide Range of Development Types

"Grand Buildings on Display"



Our wide roads are the natural long-sought-after location to provide a wide range of housing types, accommodating a wide range of incomes and family structures.

Grand Boulevard (3)

Capture potential demand
value for other use-focused
segments





Pointer 37°19'59.71" N 122°00'39.82" W

© 2007 Europa Technologies

Streaming: [|||||] 100%

© 2006 Google

Eye alt 1489 ft

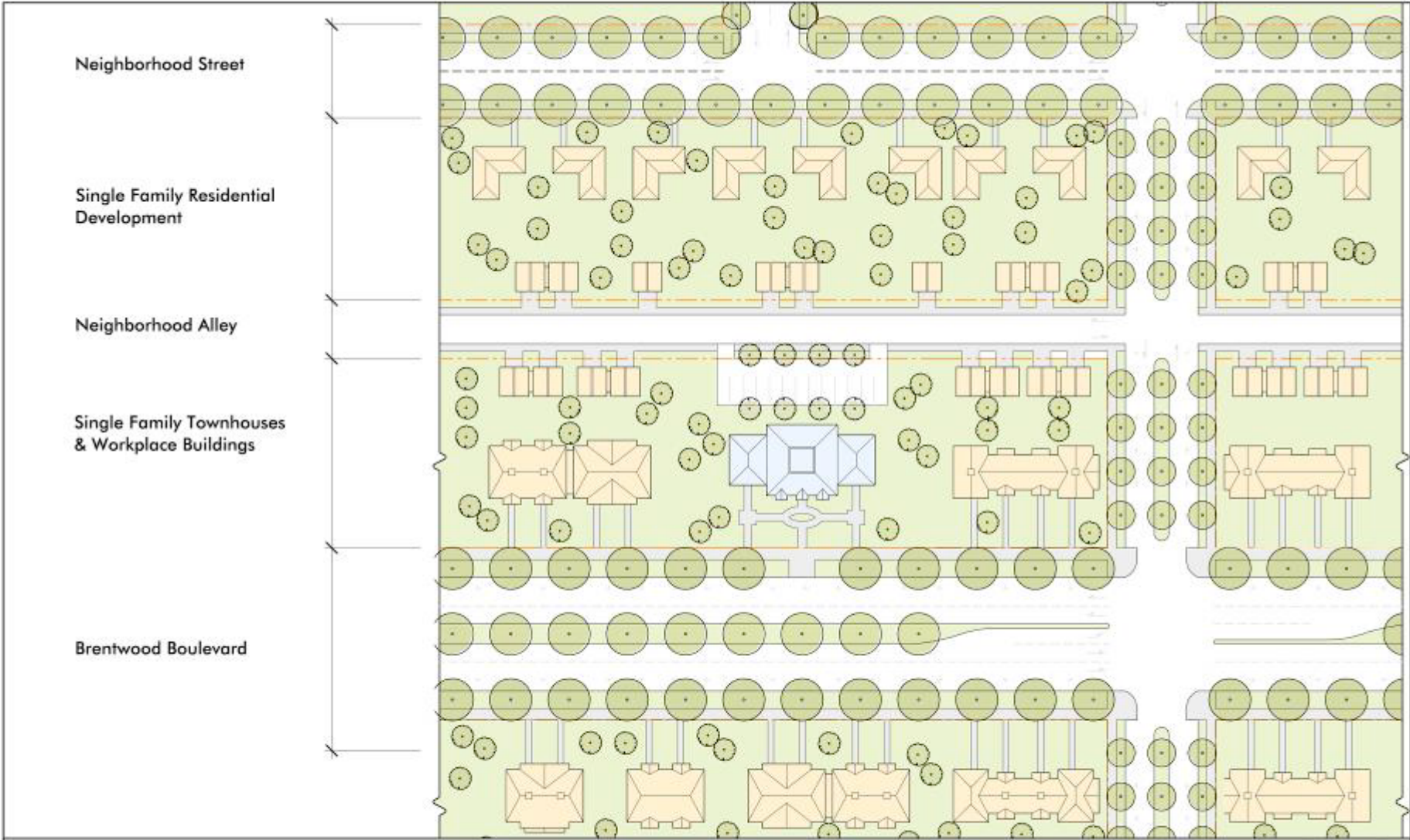
The Workplace District of the 21st Century



Grand Boulevard (4)

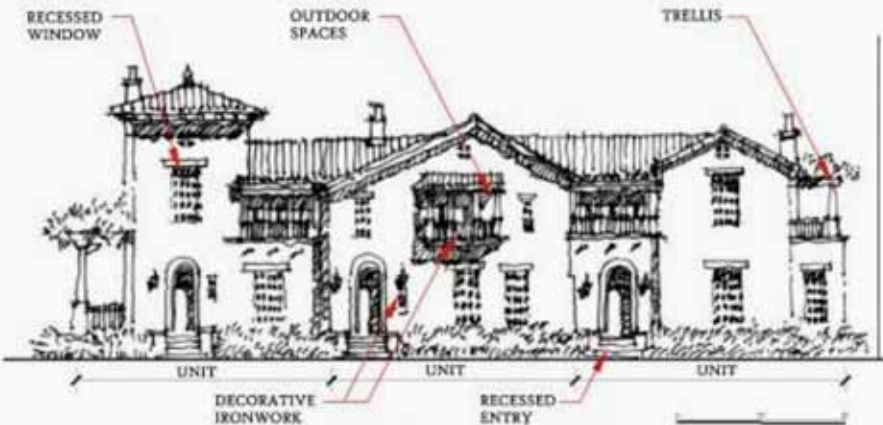
Compatible Building Types
are the key to Mixing Uses

Focus development standards & design guidelines on insuring that all allowed uses are designed to make good neighbors to housing



Residential & Workplace Development Along Brentwood Boulevard

FREEDMAN
TUNG AND
BOTTOMLEY



RECESSED WINDOWS PROVIDE SHADE AND EVOKE TRADITIONAL ARCHITECTURE



TOWERS PRESERVE TRADITIONAL ARCHITECTURAL STYLE



TRELLISES AT THE END OF BUILDINGS SOFTEN THE TRANSITION TO LOWER BUILDINGS



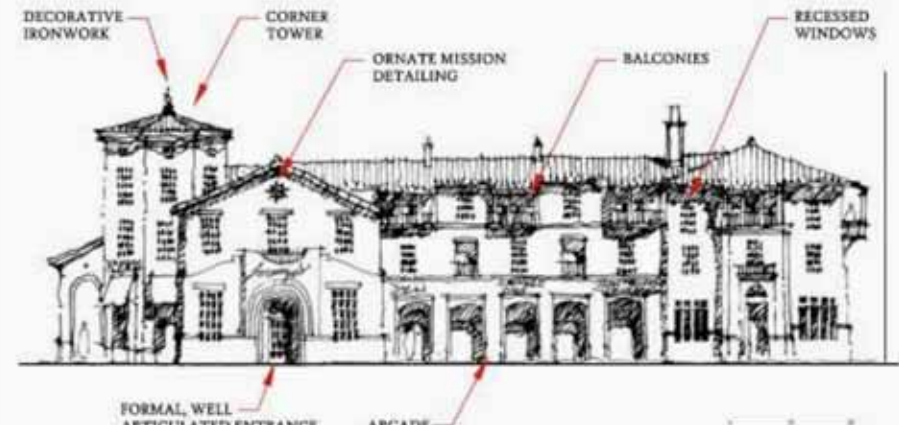
DETAILED IRONWORK RECALLS THE CRAFTSMANSHIP OF HISTORIC SAN FERNANDO ARCHITECTURE



ENTRANCES ARE STEPPED UP AND RECESSED TO INCREASE PRIVACY



DETAILED COLUMNS & BRACKETS ADD TO THE AUTHENTIC LOOK OF A BUILDING



LARGER RETAIL USES HAVE FORMAL, WELL ARTICULATED ENTRANCES



ARCADES PROVIDE SHADE FOR PEDESTRIANS



BALCONIES PROVIDE SHADED OUTDOOR SPACE & ENRICH THE BUILDING'S FACADE



ORNATE MISSION DETAILS USED SPARINGLY ON PROMINENT VOLUMES



THE SAN FERNANDO MISSION



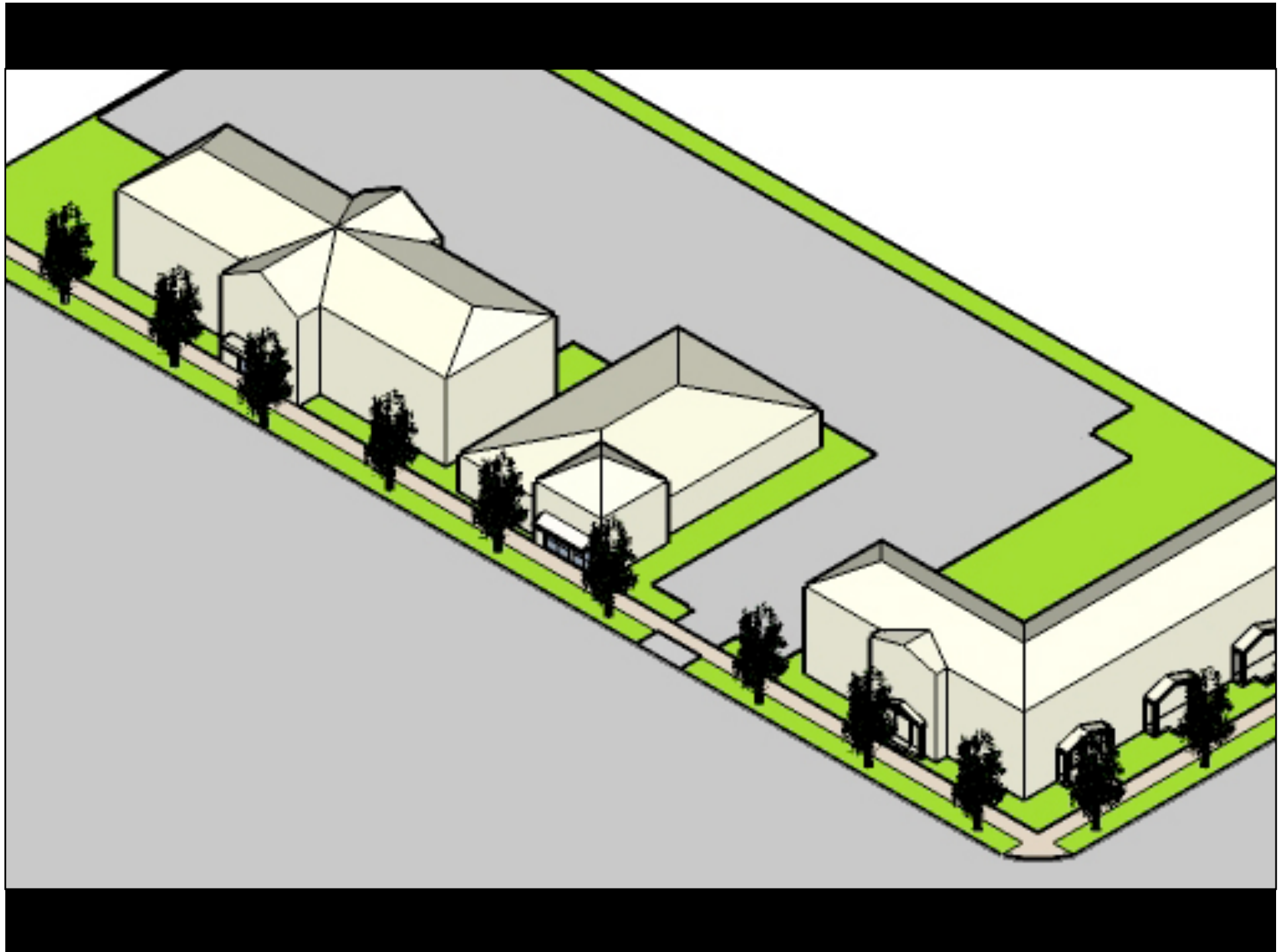
HISTORIC SAN FERNANDO ARCHITECTURE

Things to Avoid: “Too Monolithic”









Grand Boulevard (5)

Relegate height, depth of setback, frontage treatment, and other determinants of how “urban” the development types are to where you are in the continuum of urban to rural – a.k.a., the “Transect.”















Image © 2007 DigitalGlobe

Google

Pointer 33°43'49.38" N 117°59'52.90" W

Streaming 94%

Eye alt 886 ft

Envisioned Character: Town Center District



El Camino Real Today





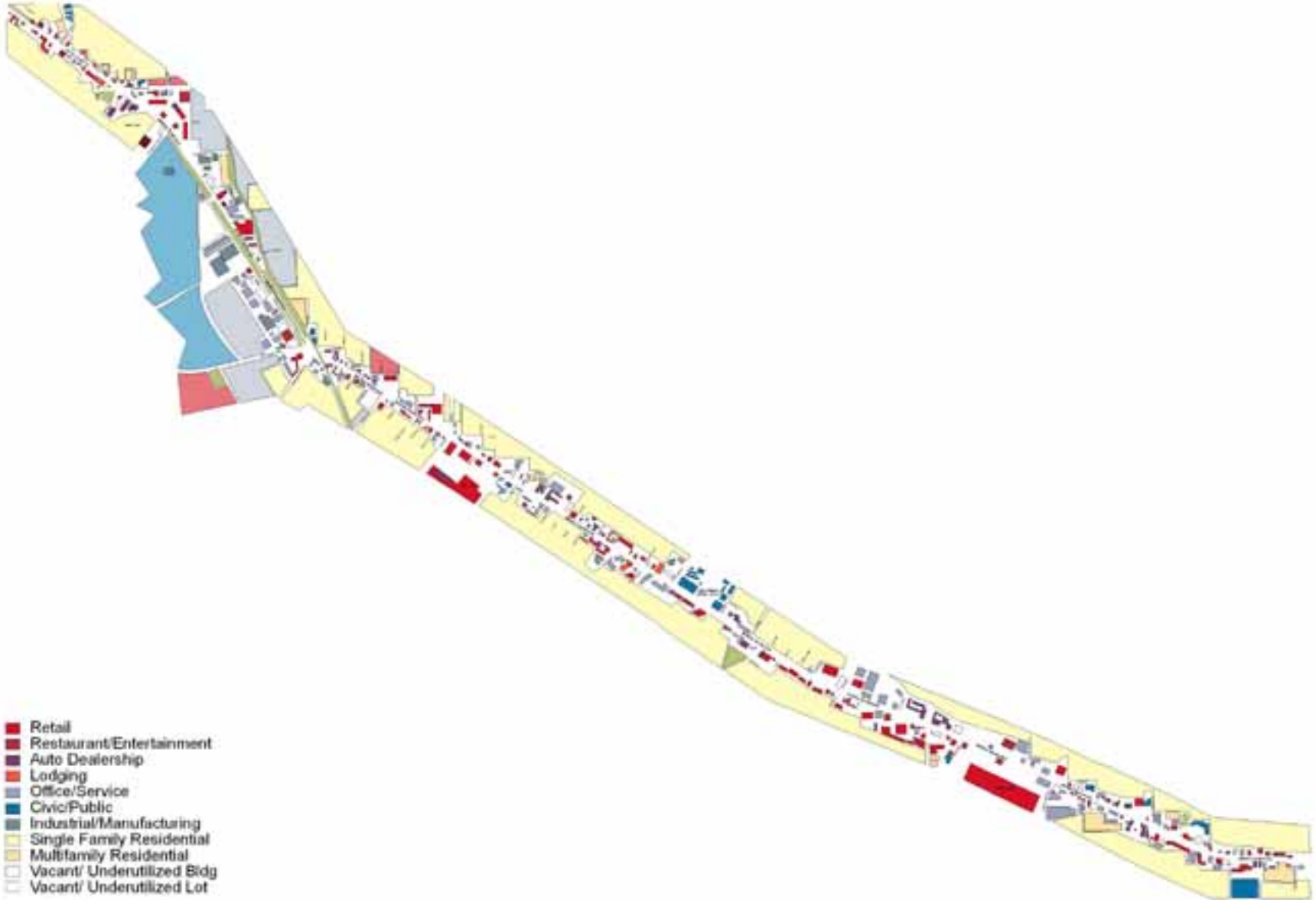
The Future El Camino Real – Downtown Segment

3.0 From Arterial to Boulevard

Using the Right-of-Way to Stimulate
and Support Corridor Restructuring

3A. Focus capital improvement resources to re-configure each center/segment to create environments that are supportive of the enhanced market focus of the desired forms of investment.

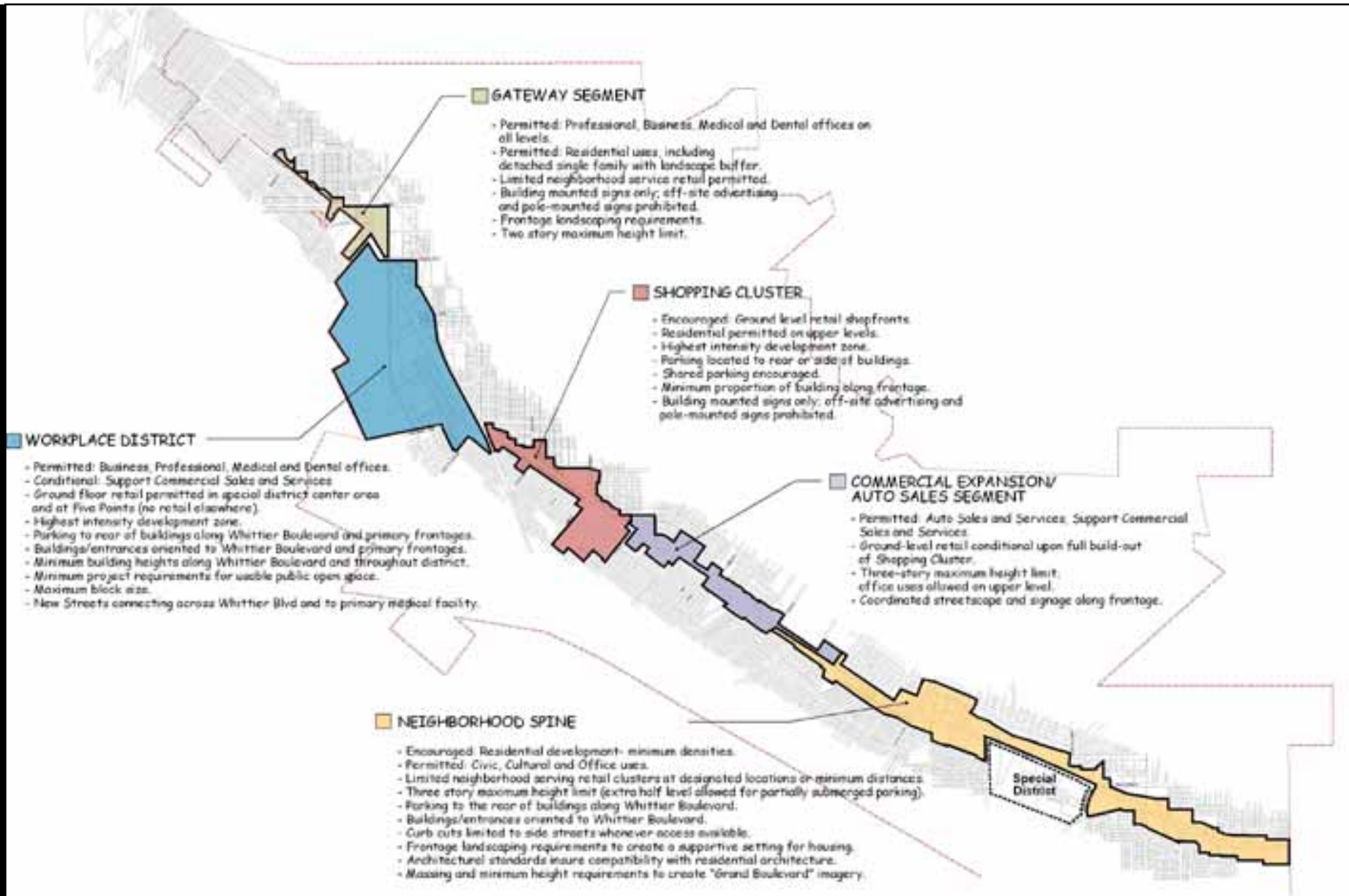
That is: Each segment's development types must be paired with the appropriate form of street design.

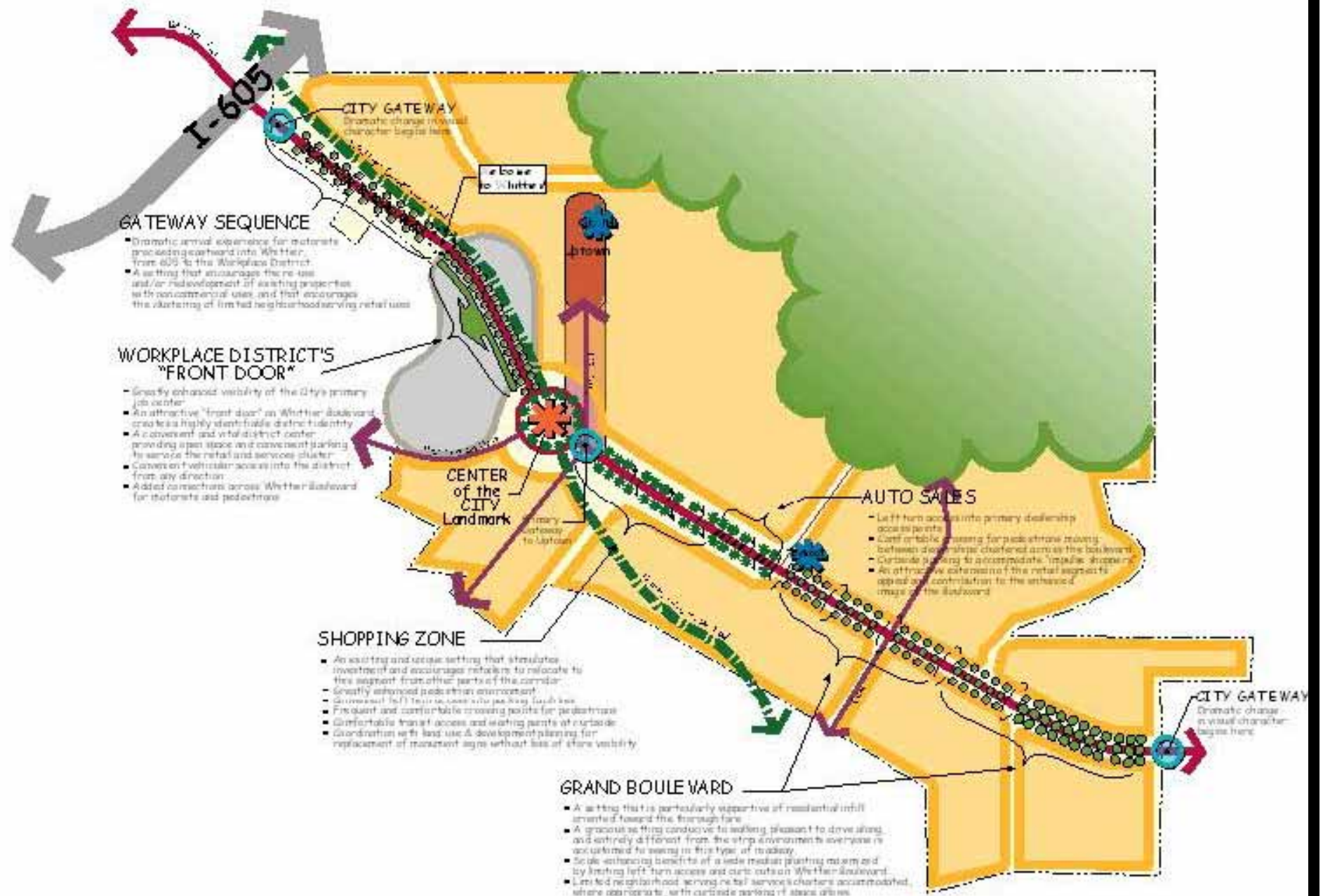


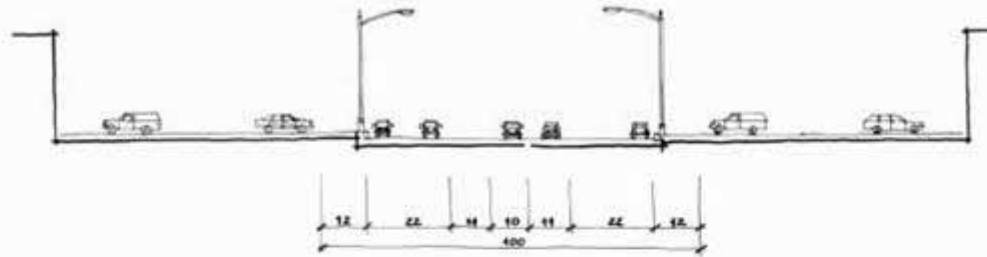
- Retail
- Restaurant/Entertainment
- Auto Dealership
- Lodging
- Office/Service
- Civic/Public
- Industrial/Manufacturing
- Single Family Residential
- Multifamily Residential
- Vacant/ Underutilized Bldg
- Vacant/ Underutilized Lot




Existing Conditions - Land Use and Development







Existing Section



Proposed Section



Streetscape Plan: Neighborhood Spine

Whittier Boulevard Revitalization Master Plan



Center median with full street trees

Landscaped planting strip - separates sidewalk from street traffic

Planted and landscaped setback for residential uses

Colma Road

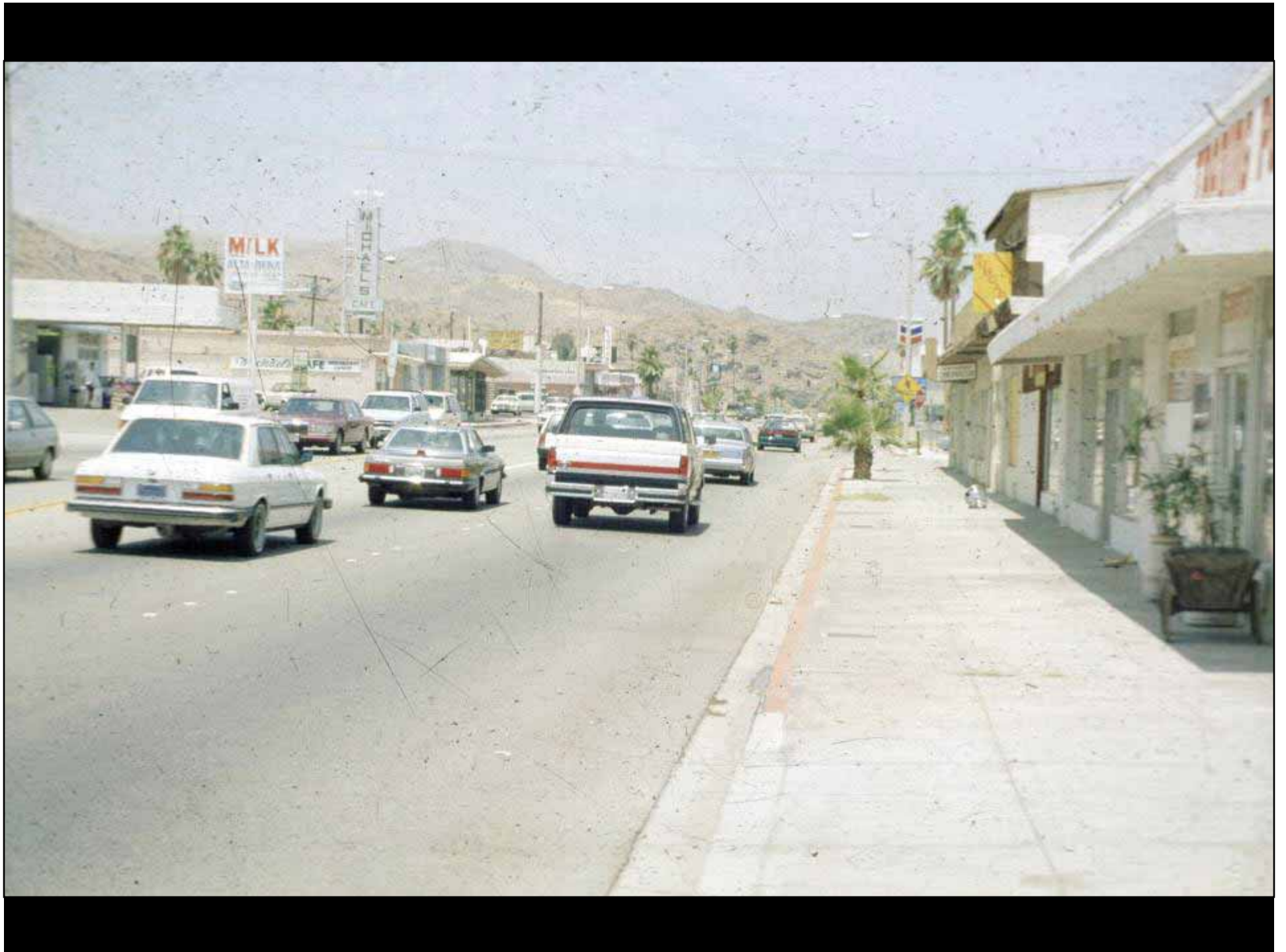
Proposed Plan



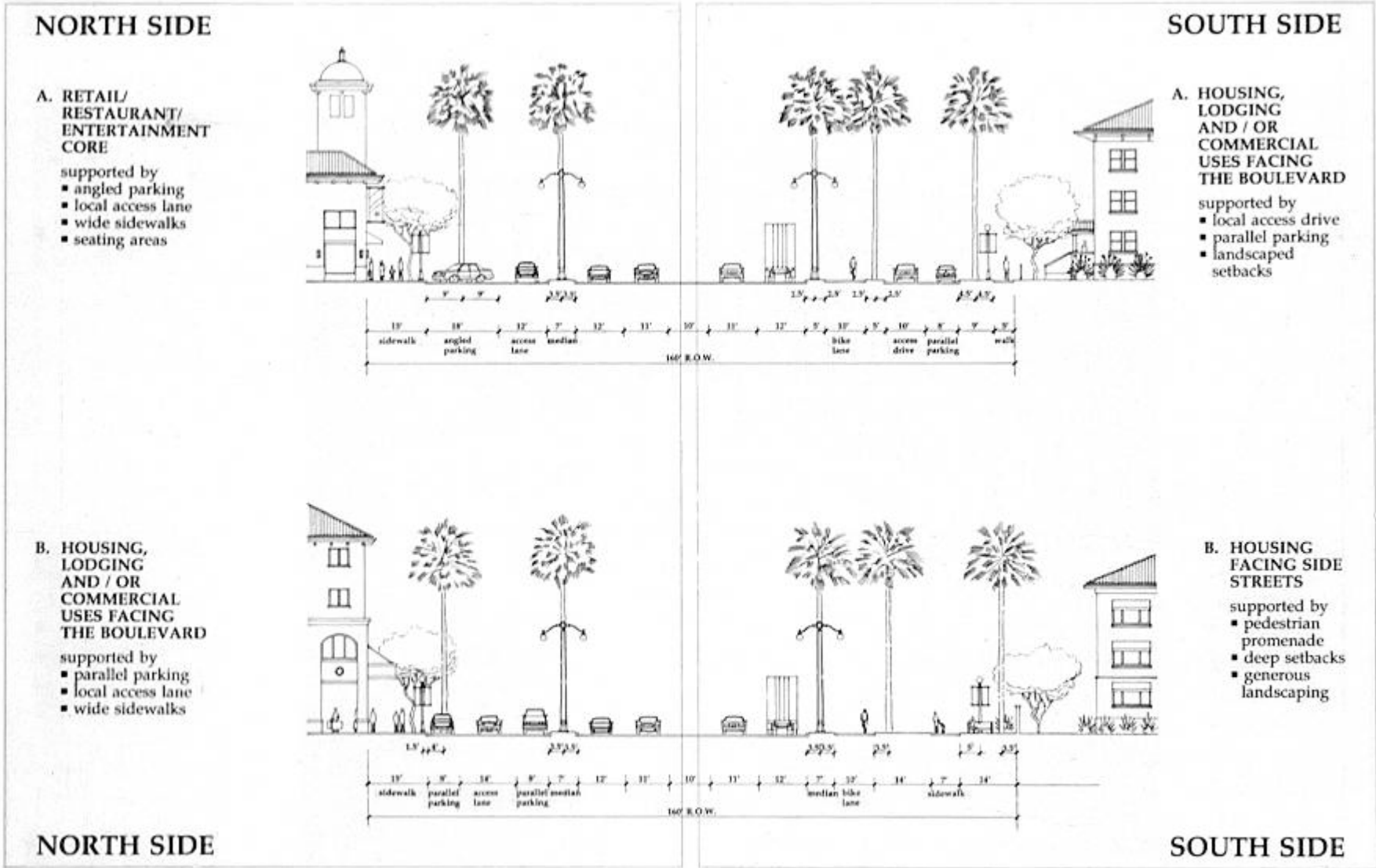
Streetscape Plan: Neighborhood Spine

Whittier Boulevard Revitalization Master Plan

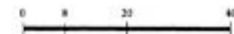


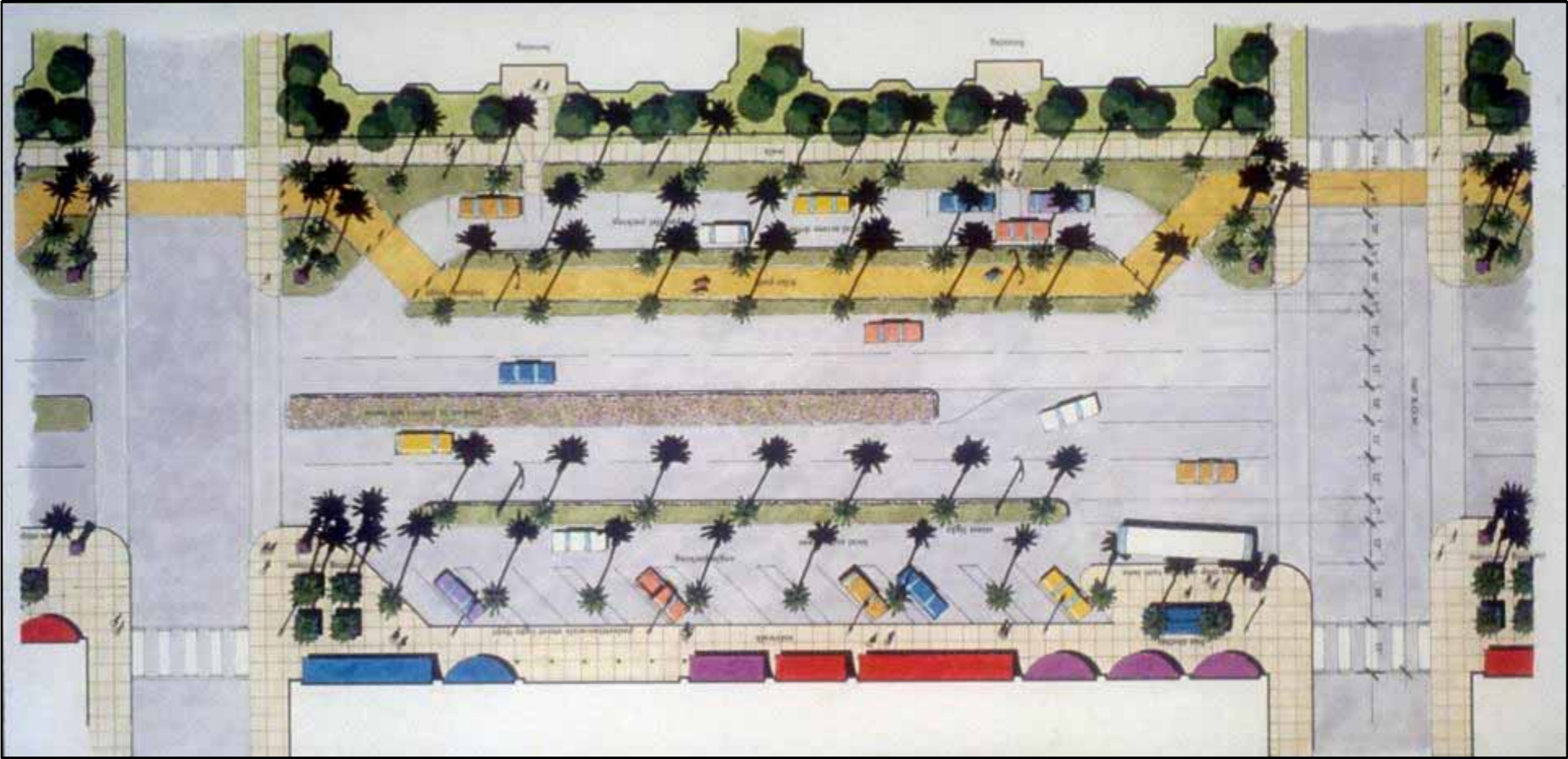




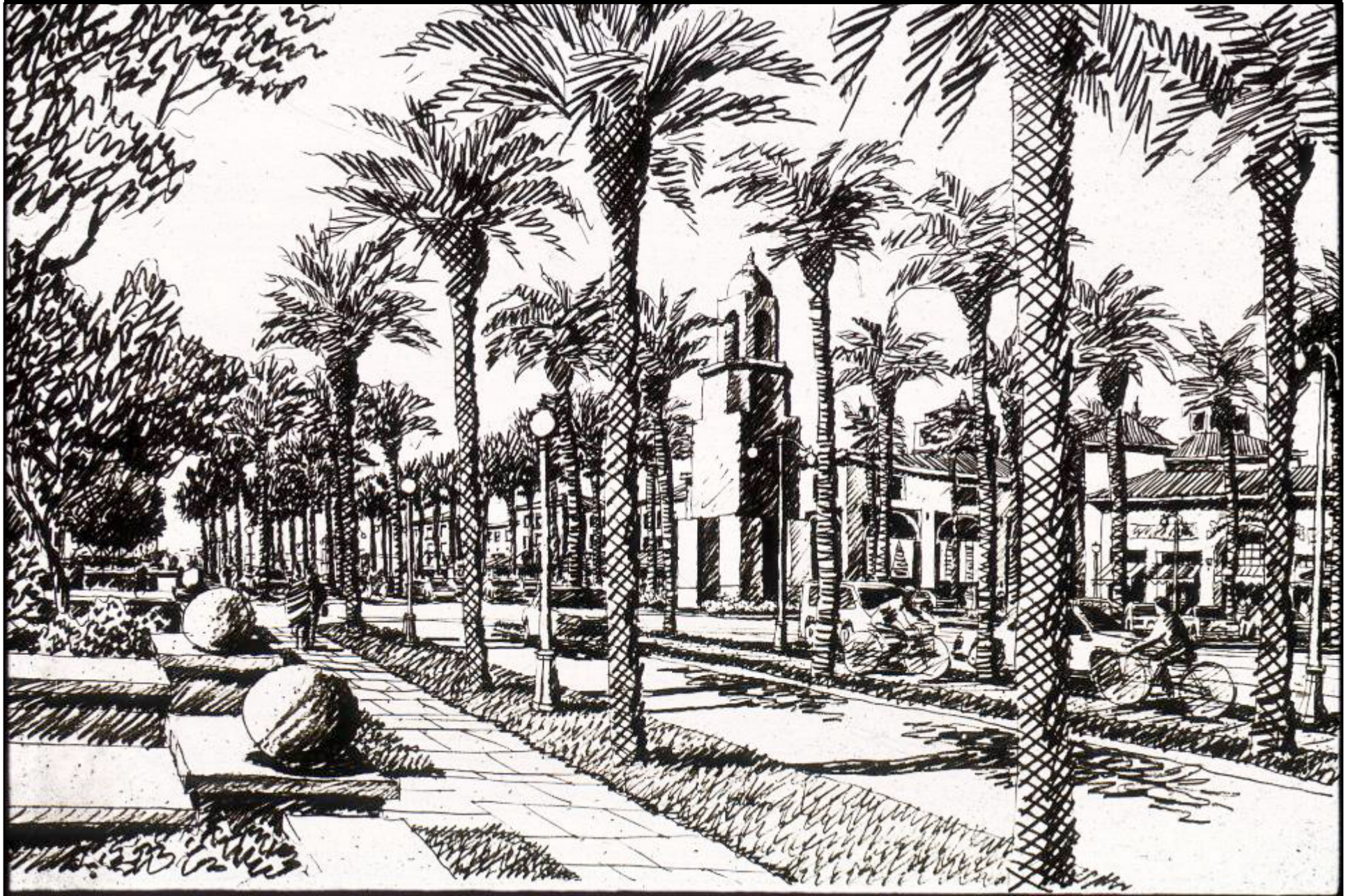


Adaptable Boulevard Design Concept













REGION 2040

Division for Planning

2040 Growth Concept

The Regional Growth Concept is a vision for the future of the Metro Area. It is based on the following assumptions:

- Population: 2.5 million by 2040
- Employment: 1.2 million by 2040
- Land Use: 100% of the land will be developed
- Transportation: 100% of the population will have access to a transit system
- Environment: 100% of the population will have access to a park or open space
- Quality of Life: 100% of the population will have access to a high quality of life

LEGEND

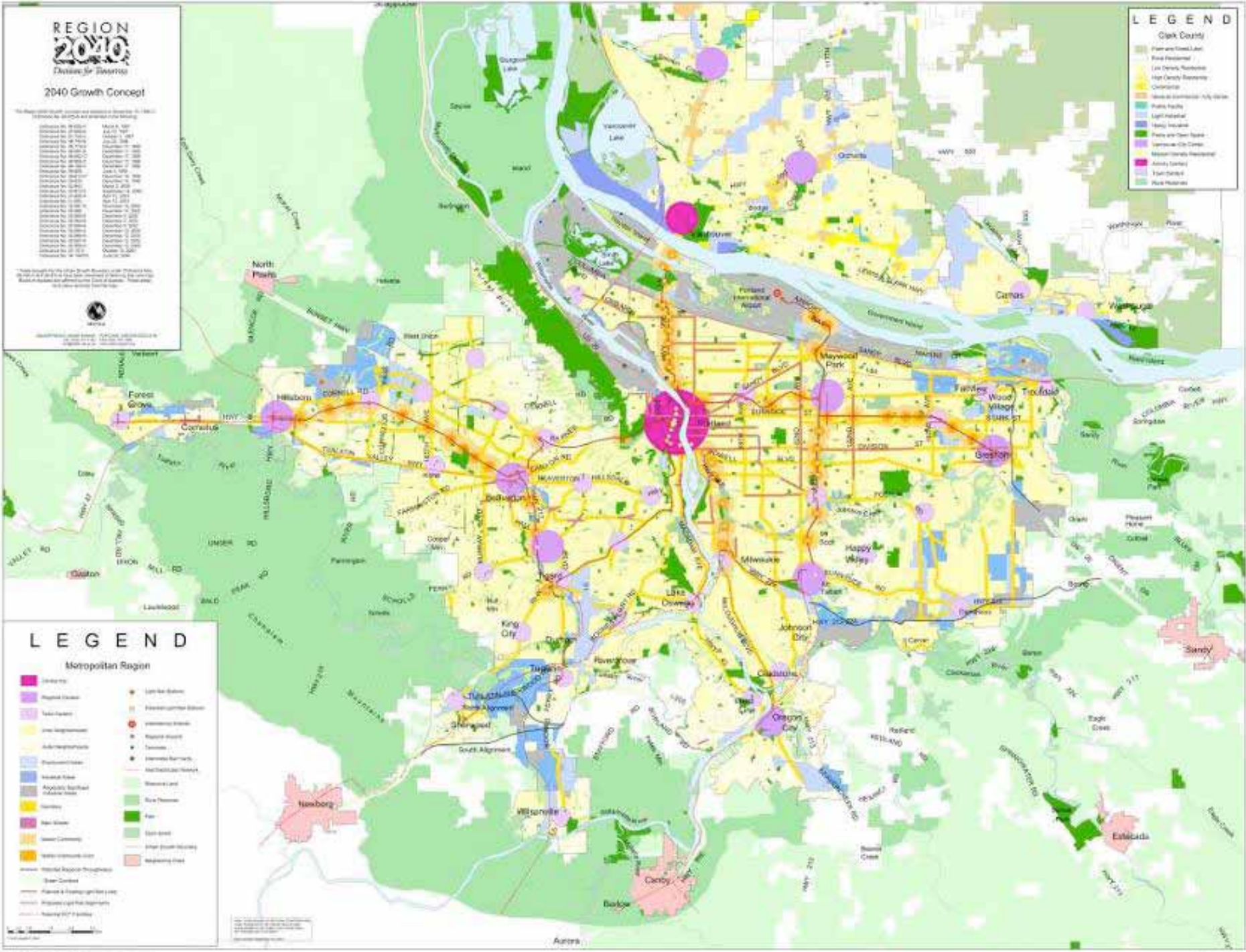
Clark County

- Forest and Open Land
- Forest Reservoir
- Low Density Residential
- High Density Residential
- Commercial
- Medium Density Residential
- Public Facility
- Light Industrial
- Heavy Industrial
- Parks and Open Space
- University and College
- Medium Density Residential
- Arts and Culture
- Forest Reservoir

LEGEND

Metropolitan Region

<ul style="list-style-type: none"> Urban Core Regional Center Suburban Low Density Residential Medium Density Residential High Density Residential Arts and Culture Forest Reservoir Public Facility Light Industrial Heavy Industrial Medium Density Residential Arts and Culture Forest Reservoir 	<ul style="list-style-type: none"> Light Industrial Forest Reservoir Medium Density Residential Public Facility Light Industrial Heavy Industrial Medium Density Residential Arts and Culture Forest Reservoir
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Denver Pattern of Centers & Corridors

Land Use and Transportation Plan Elements

