

New Partners for Smart Growth  
Denver 2006

# Retrofitting the Suburbs



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Many if not all of the projects  
that we most admire  
and refer to as models of  
what we are trying to achieve  
are projects built  
on greenfield sites or  
on large, assembled greyfield  
sites.

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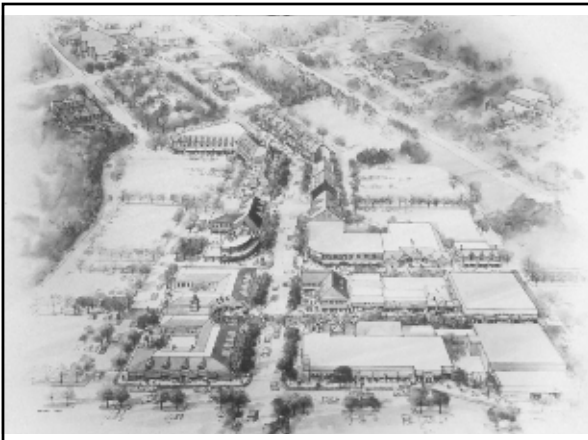
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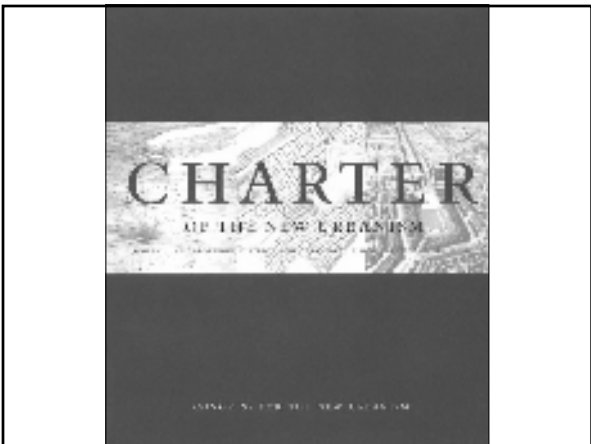
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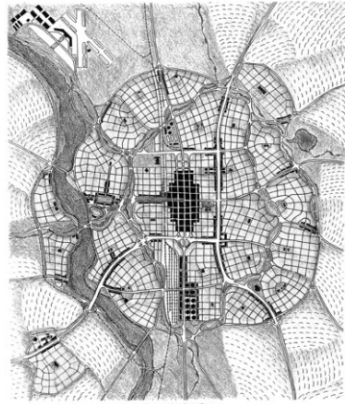
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THE CITY OF  
NEIGHBORHOODS, DISTRICTS, AND CORRIDORS

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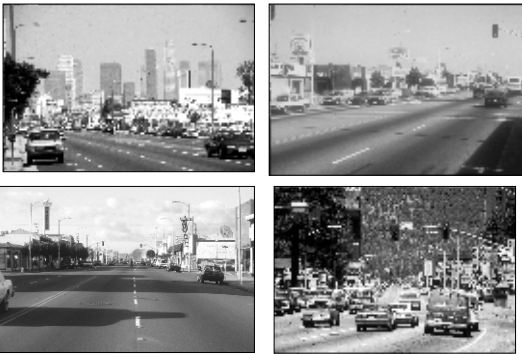
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### Commercial Strip Corridors



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### Regional Shopping "Areas"



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# Disinvested Downtowns



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# Business Parks



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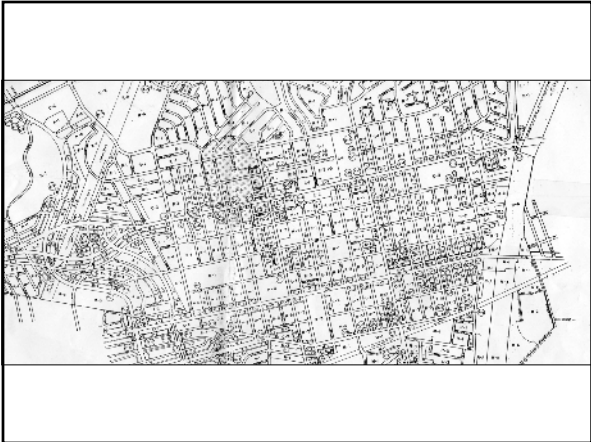
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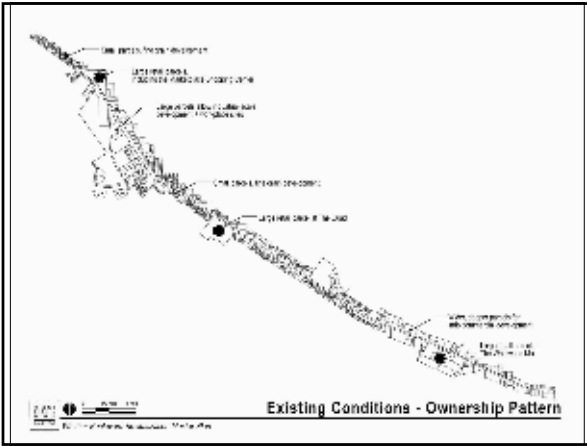
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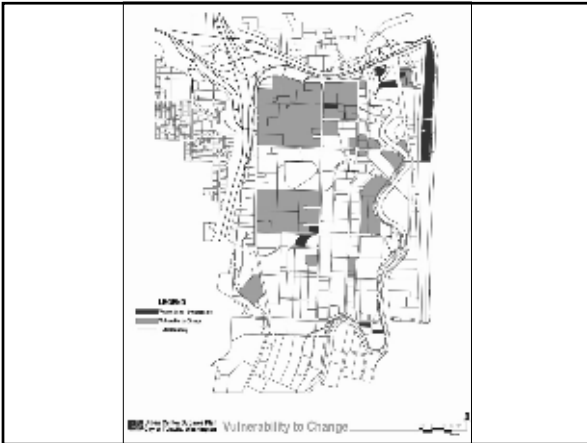
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### Greenfield/Large Greyfield vs. Restructuring

- Master planning & building mixed use town center on assembled “dead mall” site
- Planning new primary corridors
- Building a new Town Center on a large assembled property
- Designing a new city or village
- Grafting urbanism onto a “live mall” - anchored regional ctr.
- Restructuring a strip corridor
- Revitalizing a disinvested historic downtown core
- Instigating the shift from CSD/sprawl to a multinucleated settlement pattern.

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Beyond Business Parks:  
Planning the Workplace District  
of the 21<sup>st</sup> Century

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Large Scale, Single/Separated Use



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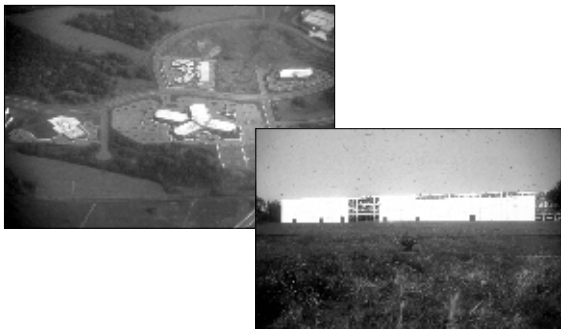
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Low Site Coverage



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### Super-blocks; Few Streets



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### Aesthetic Uniformity



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### 100% Off-Street Parking & Loading



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### Inwardly Focused



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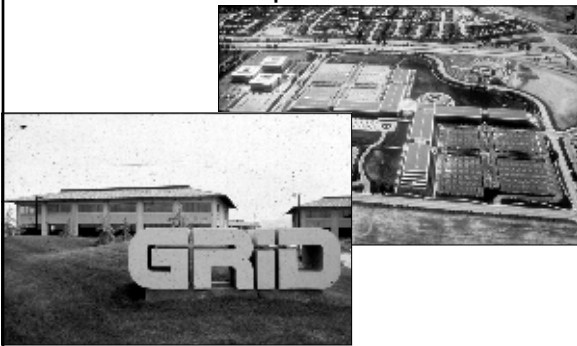
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### Plenty of Open Space; no Public Space



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### Separate Precinct



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This model was formalized in zoning early in the 20<sup>th</sup> Century, as a way to keep dirty, noisy, dangerous industry away from view and separate from homes, shops and pedestrians.

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## The business park no longer applies

Environmental regulation and technological innovations have made even many heavy industrial uses much less noxious. Also, much of the large-scale heavy industry has moved out of the country, chasing cheap labor and raw materials. Remaining industrial uses are often the types that make much better neighbors – more information-intensive and quality-focused light manufacturing and assembly. Many of them are here precisely because they thrive on access to new ideas and an educated work force.

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Nearly a century later, the continued implementation (i.e. institutionalization) of this early 20<sup>th</sup> Century zoning concept continues to direct the development of the suburban workplace.

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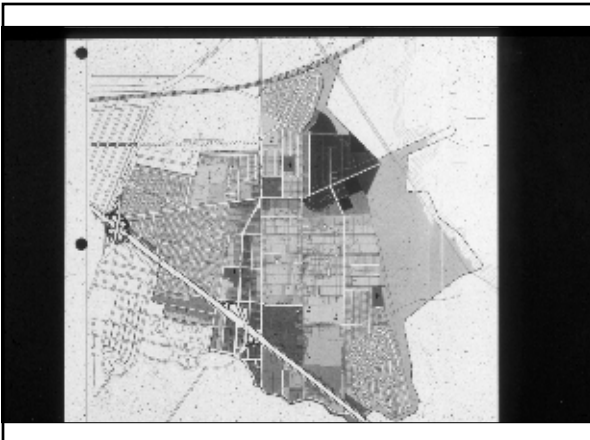
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the future workplace:  
Francis Duffy



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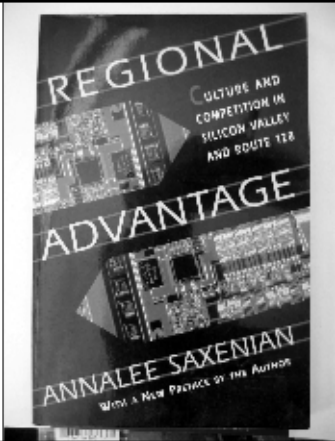
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Linking the New Economy to the  
Livable Community

FRANCIS DUFFY

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Current zoning practices that separate the workplace environment from shops, meeting places, services, and housing are based on the requirements of an economy that really no longer exists in metropolitan America.

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guess." Instead of defining what they do not want, communities must define what they do want to be. The New Economy presents opportunity for each community to make distinctive choices that fit with its history and values.

**New Economy values vital centers**

The New Economy values the vital centers of regions, towns, and neighborhoods. These centers promote the interaction, accessibility, and creativity on which the New Economy depends. Creativity is encouraged by work and living environments that allow for a lot of interaction among people. Chance encounters in hallways, restaurants, neighborhoods, and conferences lead to new partnerships and solutions to tough problems. The proximity, density, and publicness of vital centers stimulate interaction among people. Vital centers are typically filled with the kinds of places conducive to planned meetings as well as chance encounters—places to eat and drink, conference and meeting facilities, recreation space and facilities, parks and plazas, business service centers.

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How do we use the land that houses the primary drivers of our economy, in the light of research into the needs of the contemporary workplace?

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Fast Growth + High Land Values

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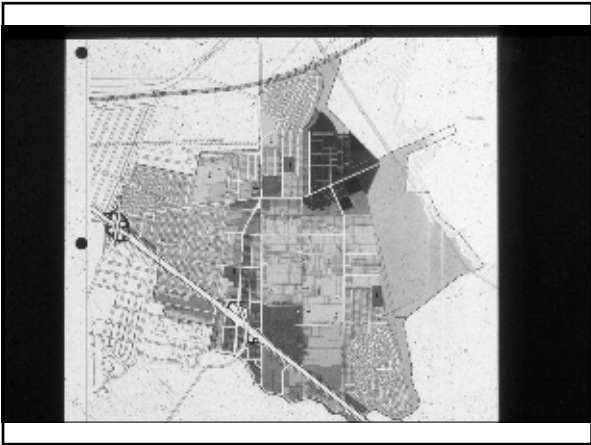
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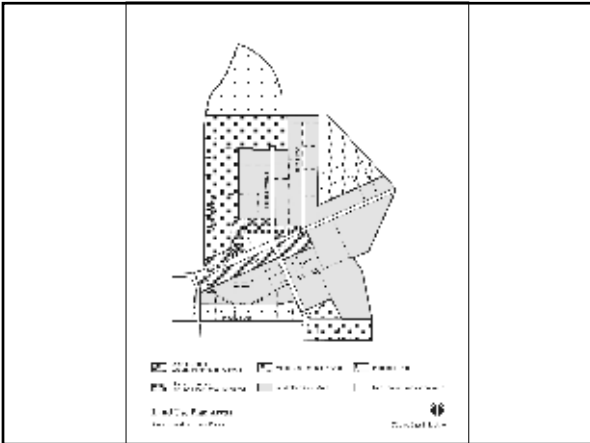
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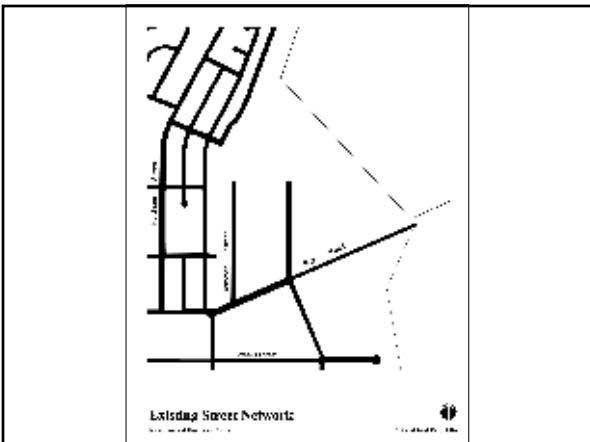
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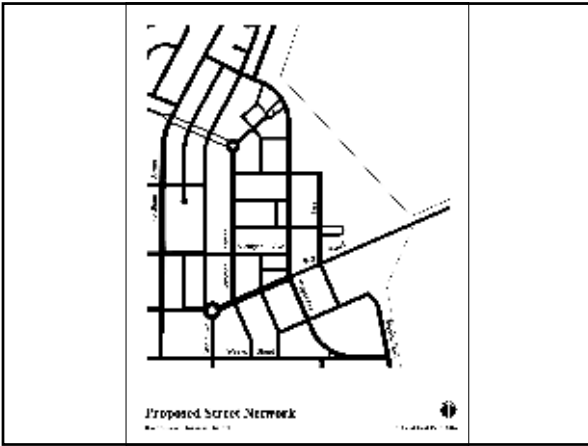
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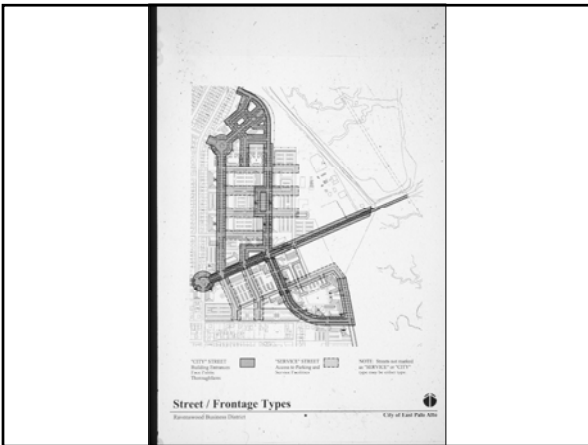
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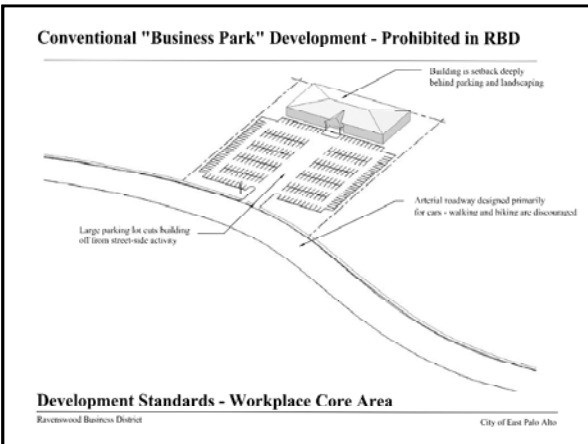
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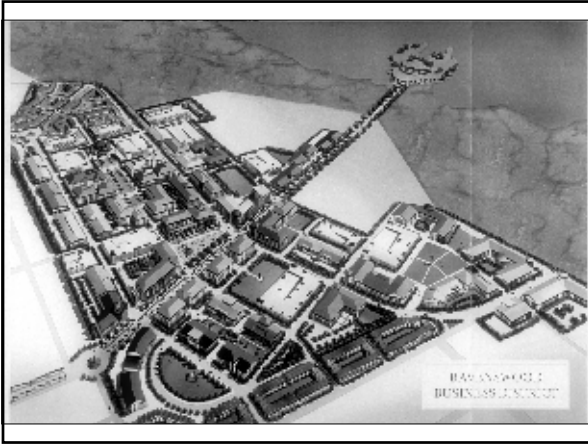
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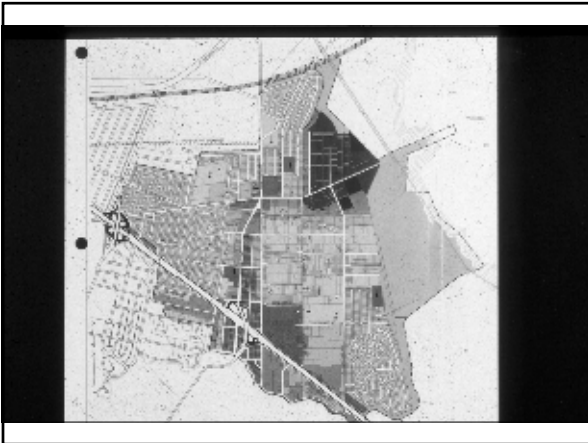
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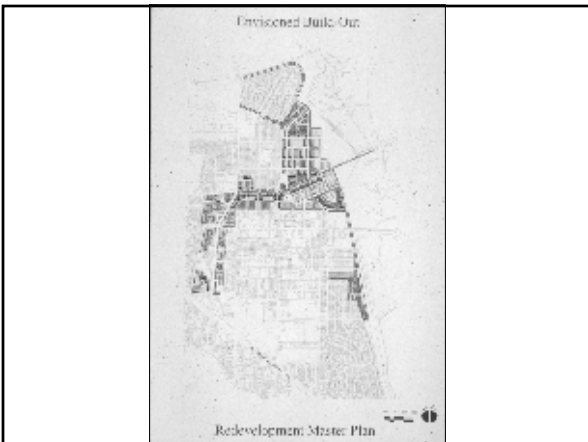
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# Slow Growth + Low Property Values

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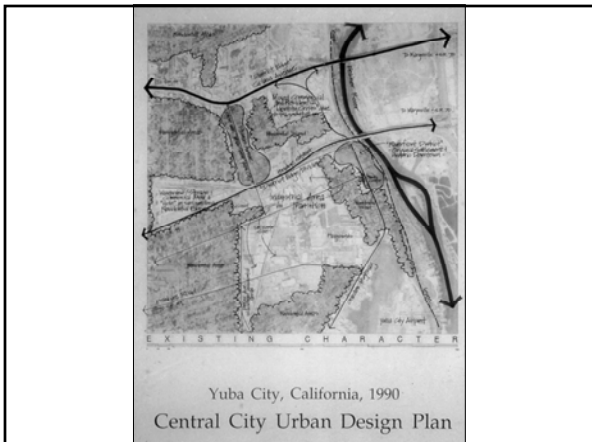
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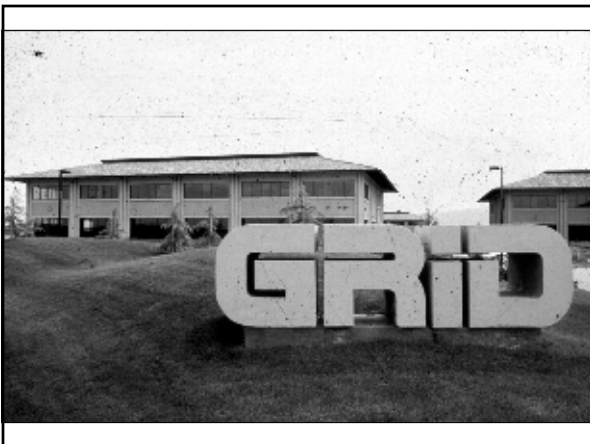
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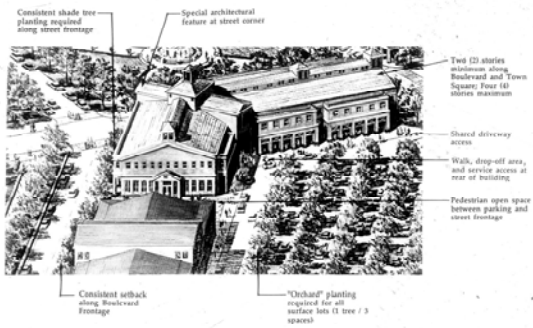
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Site & Building Guidelines



PROTOTYPE ILLUSTRATION  
WORKPLACE AREA

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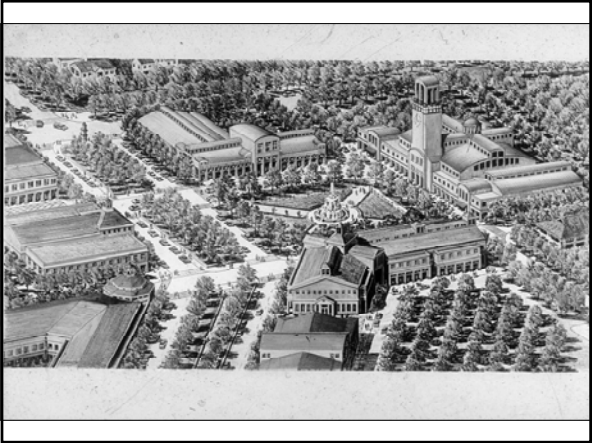
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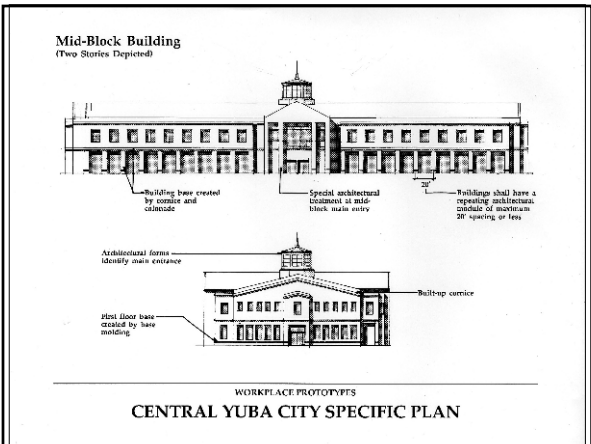
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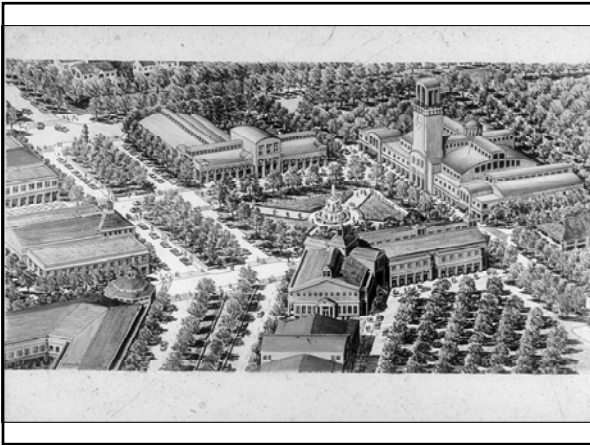
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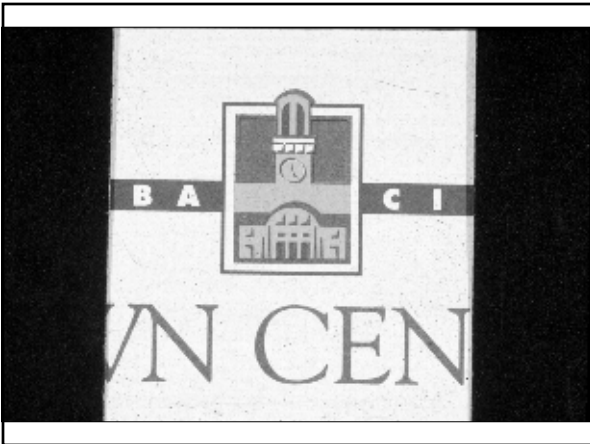
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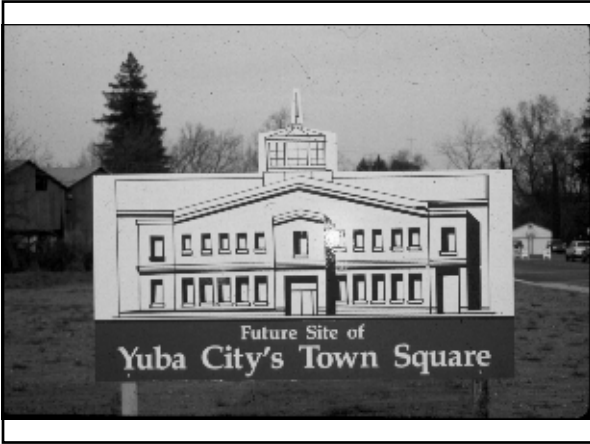
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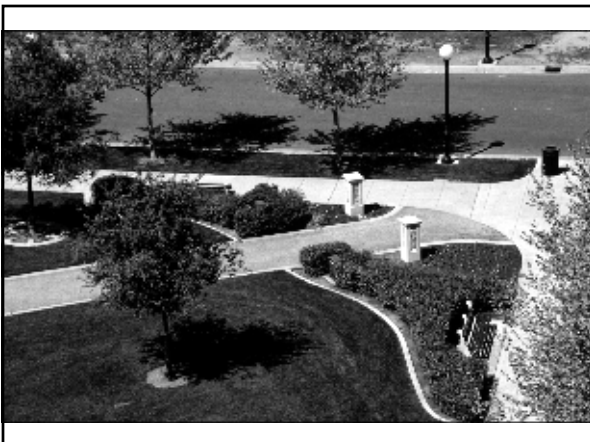
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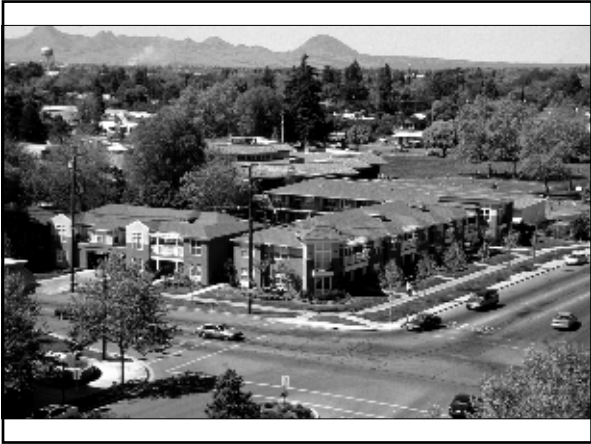
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. . . This situation represents a unique opportunity for cities & property owners that can offer a setting that the most sought-after employees - “knowledge workers” - are most attracted to.

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Left to their own, institutionalized

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obsolete.

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# Restructuring the Regional (Shopping) Center

Grafting Urbanism onto  
Regional Centers  
Anchored by “Live” Malls

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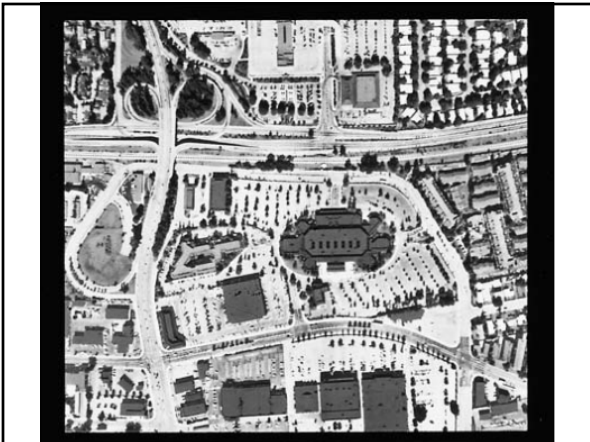
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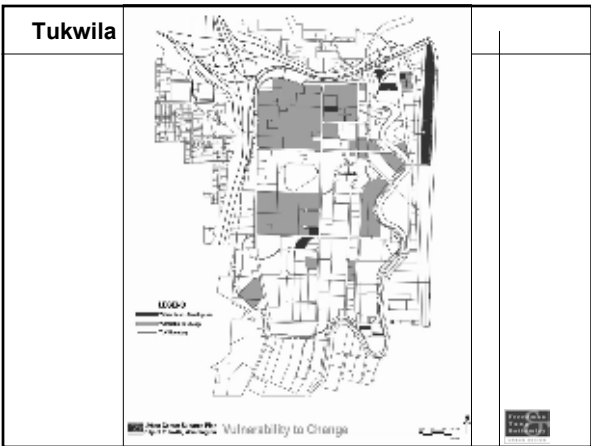
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1. To motivate stakeholders, call attention to the forces of change conditioning the prospective economic fortunes of the mall and properties in the regional shopping center.

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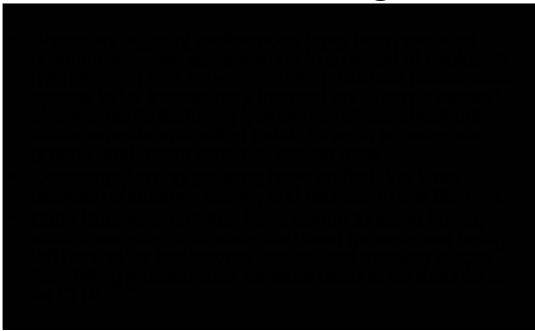
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### Forces of Change



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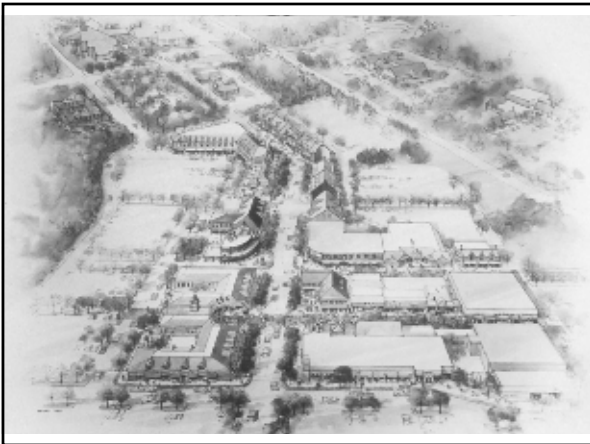
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2. Respond to shopping industry & consumer preferences by grafting urbanism onto the mall to bolster the success of the regional center and to fend off competition from (and overbuilding of) new centers.

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**Tukwila Urban Center Subarea Plan**



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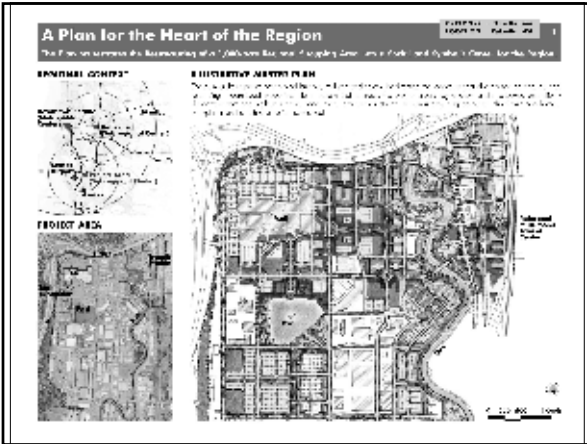
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3. Create linkages to primary destinations/generators of activity walled off by typical suburban development patterns. Position vulnerable properties advantageously in relation to catalyst projects.

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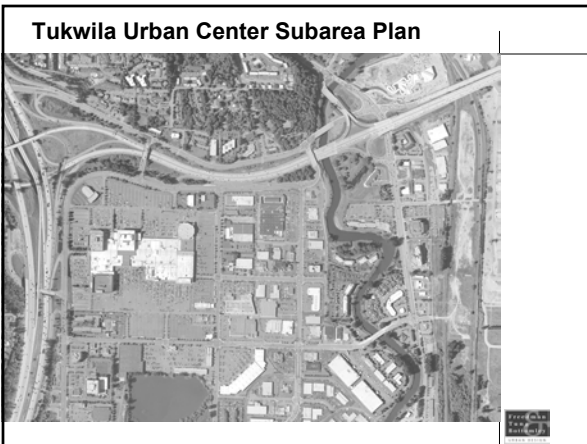
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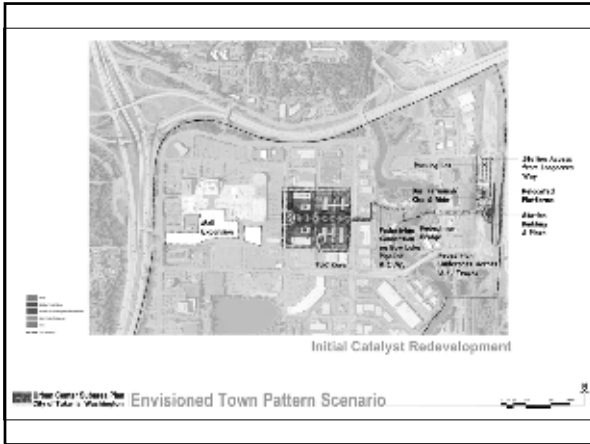
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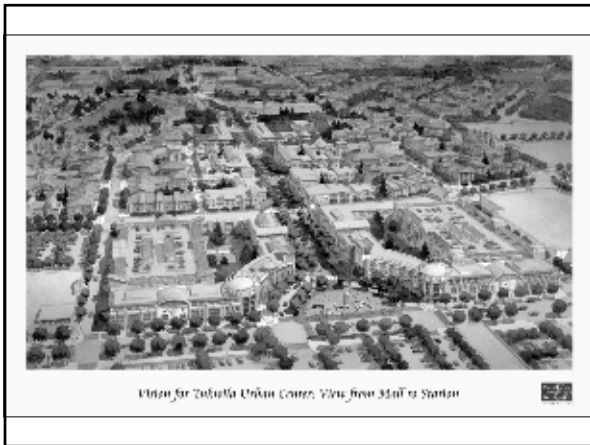
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A Plan for the Heart of the Region

Visualizing Strategies Using Market-Driven Planning, City Policy, & Digital Technology to Re-Spatialize Transformation

**EXISTING ASSETS**

**STRATEGY - VALUE STRATEGIC**

**RECOMMENDED PUBLIC ACTIONS**

**STRATEGIES**

**MAXIMIZED IMPACT OF STRATEGIC AND LEGAL**

Map labels include: 25th St, 26th St, 27th St, 28th St, 29th St, 30th St, 31st St, 32nd St, 33rd St, 34th St, 35th St, 36th St, 37th St, 38th St, 39th St, 40th St, 41st St, 42nd St, 43rd St, 44th St, 45th St, 46th St, 47th St, 48th St, 49th St, 50th St, 51st St, 52nd St, 53rd St, 54th St, 55th St, 56th St, 57th St, 58th St, 59th St, 60th St, 61st St, 62nd St, 63rd St, 64th St, 65th St, 66th St, 67th St, 68th St, 69th St, 70th St, 71st St, 72nd St, 73rd St, 74th St, 75th St, 76th St, 77th St, 78th St, 79th St, 80th St, 81st St, 82nd St, 83rd St, 84th St, 85th St, 86th St, 87th St, 88th St, 89th St, 90th St, 91st St, 92nd St, 93rd St, 94th St, 95th St, 96th St, 97th St, 98th St, 99th St, 100th St.

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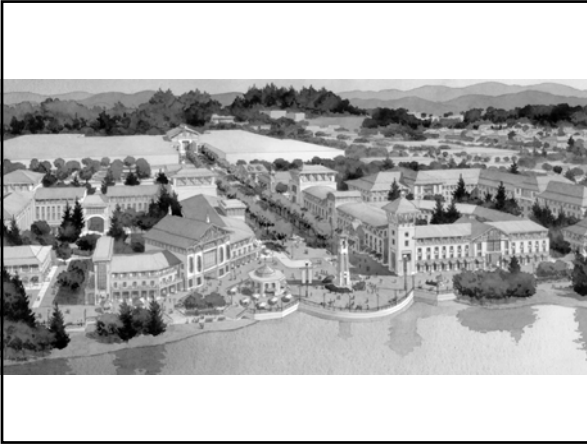
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4. Prioritize investment of staff resources and limited capital improvement funds to catalyze short term investment to kick off the restructuring.

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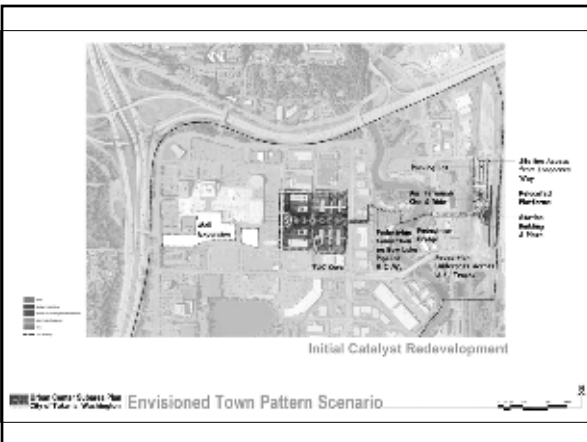
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# Codes

## Development Framework to Orchestrate Separate Private Actions over time

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C11 (GENERAL COMMERCIAL) DISTRICT	
<b>Section:</b>	
15.1 Purpose:	To provide a district for commercial uses which do not specialize in serving the pedestrian shopper either because of the nature of their product or service, or since existing uses located along thoroughfares or away from the central shopping districts where more land is available or where special facilities can be provided for the performance of their function. (Ord. 1139, eff. 7-10-84)
15.2 Permitted Uses:	
15.3 Accessory Uses:	
15.4 Conditional Uses:	
15.5 Height Regulations:	
15.6 Lot Area:	
15.7 Lot Width:	
15.8 Lot Coverage:	
15.9 Yard Requirements:	
15.10 Other Required Conditions:	
15.11 Lot Size Exception:	
15.12 Floor Area Ratio:	
15.1 Purpose:	To provide a district for commercial uses which do not specialize in serving the pedestrian shopper either because of the nature of their product or service, or since existing uses located along thoroughfares or away from the central shopping districts where more land is available or where special facilities can be provided for the performance of their function. (Ord. 1139, eff. 7-10-84)
15.2 Permitted Uses:	The following uses are permitted in the C11 District if conducted entirely within a building: A. New car, bus, or trailer sales, rental, and repairs; B. Dressing jobs and janitry; C. Sales or service establishments and sales of new mechanical and equipment; D. Fleets, trucks, nursing homes, care homes, nursery schools, and day care centers; E. Offices with a gross floor area of less than ten thousand (10,000) square feet; F. Medical or dental laboratories; G. Commercial passenger terminal facilities, including bus or train terminals, and ambulette services.

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<b>18.28.020 Permitted uses.</b> The following uses are permitted outright within the Turwala Urban Center district, subject to compliance with all other applicable requirements of the Turwala Municipal Code. 1. Animal veterinary, including associated temporary indoor boarding, access to an arterial required. 2. Automobile, recreational vehicles or travel trailer sales rooms and travel trailer or used car sales lots. No dismantling of cars or travel trailers nor sale of used parts allowed. 3. Automotive services: a. gas, outside pumps allowed; b. washing; c. body and engine repair shops (enclosed within a building). 4. Beauty or barber shops. 5. Bicycle repair shops. 6. Billiard or pool rooms. 7. Brew pubs. 8. Bus stations. 9. Cabinet shops or carpenter shops employing less than five people. 10. Commercial laundries. 11. Computer software development and similar uses. 12. Contractors storage yards. 13. Convalescent and nursing homes for not more than 12 patients. 14. Conviction facilities. 15. Day care centers. 16. Financial.  Printed January 26, 2001	
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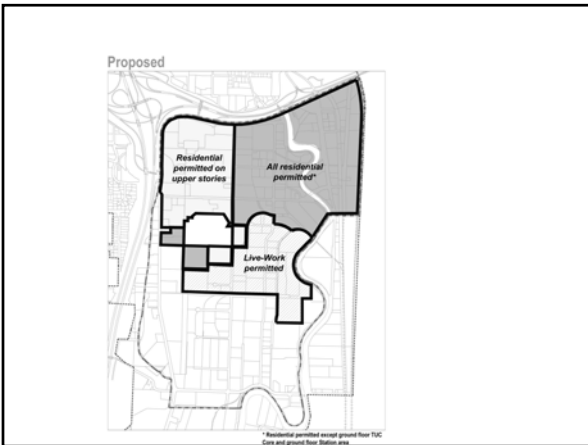
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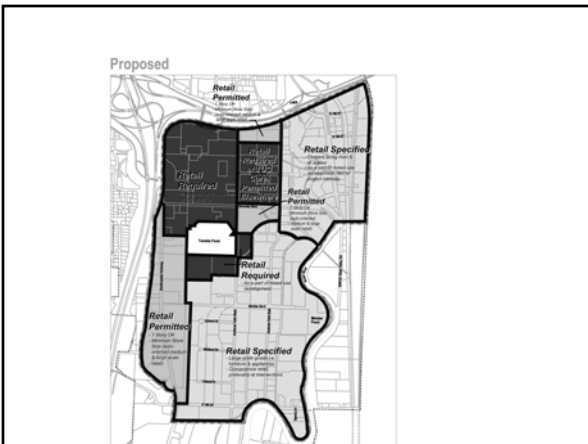
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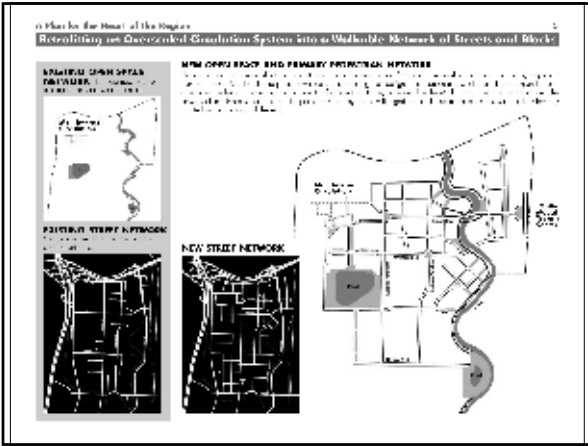
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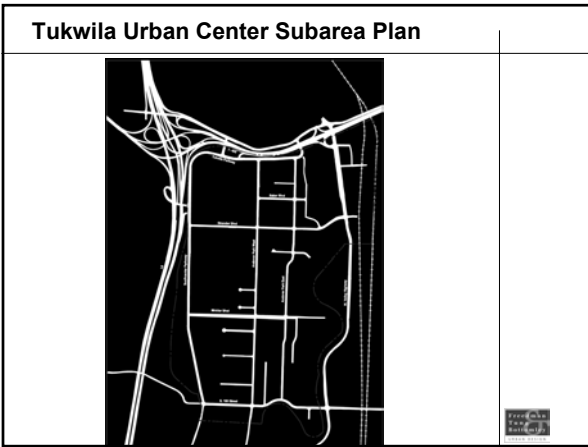
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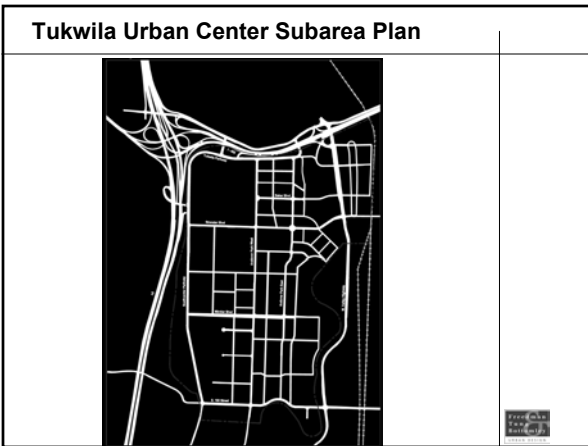
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6 Plan for the Form of the District

### A Clear Hierarchy of Streets

**EXISTING STREET**

**STREETSCAPE ELEMENTS**

With the Plan for the District

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### F.6. FRONTAGE STANDARDS - FRONTAGE TYPE SPECIFICATIONS

**1. BUILDING SET**

**2. PORCHES**

**3. BUILDING SETBACK**

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### F.6.6. FRONTAGE TYPE

Frontage Type	Commercial, Medium Density	Commercial, High Density	Residential, Single-Family	Residential, Medium Density	Residential, High Density	Public	Industrial	Office
Building Setback	0'	0'	5'	5'	5'	0'	0'	0'
Building Height	35'	45'	35'	35'	35'	35'	35'	35'
Building Footprint	100%	100%	100%	100%	100%	100%	100%	100%
Building Use	Commercial	Commercial	Residential	Residential	Residential	Public	Industrial	Office
Building Materials	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete	Brick, Stone, Concrete
Building Orientation	Street	Street	Street	Street	Street	Street	Street	Street
Building Color	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Building Details	Simple	Simple	Simple	Simple	Simple	Simple	Simple	Simple
Building Signage	Signage	Signage	Signage	Signage	Signage	Signage	Signage	Signage
Building Access	Street	Street	Street	Street	Street	Street	Street	Street
Building Parking	Street	Street	Street	Street	Street	Street	Street	Street
Building Landscaping	Street	Street	Street	Street	Street	Street	Street	Street

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